2016 BATCH

I MBA

II SEMESTER

REGULAR EXAMINATION

JUNE/JULY-2017

QUESTION PAPERS

ACADEMIC YEAR
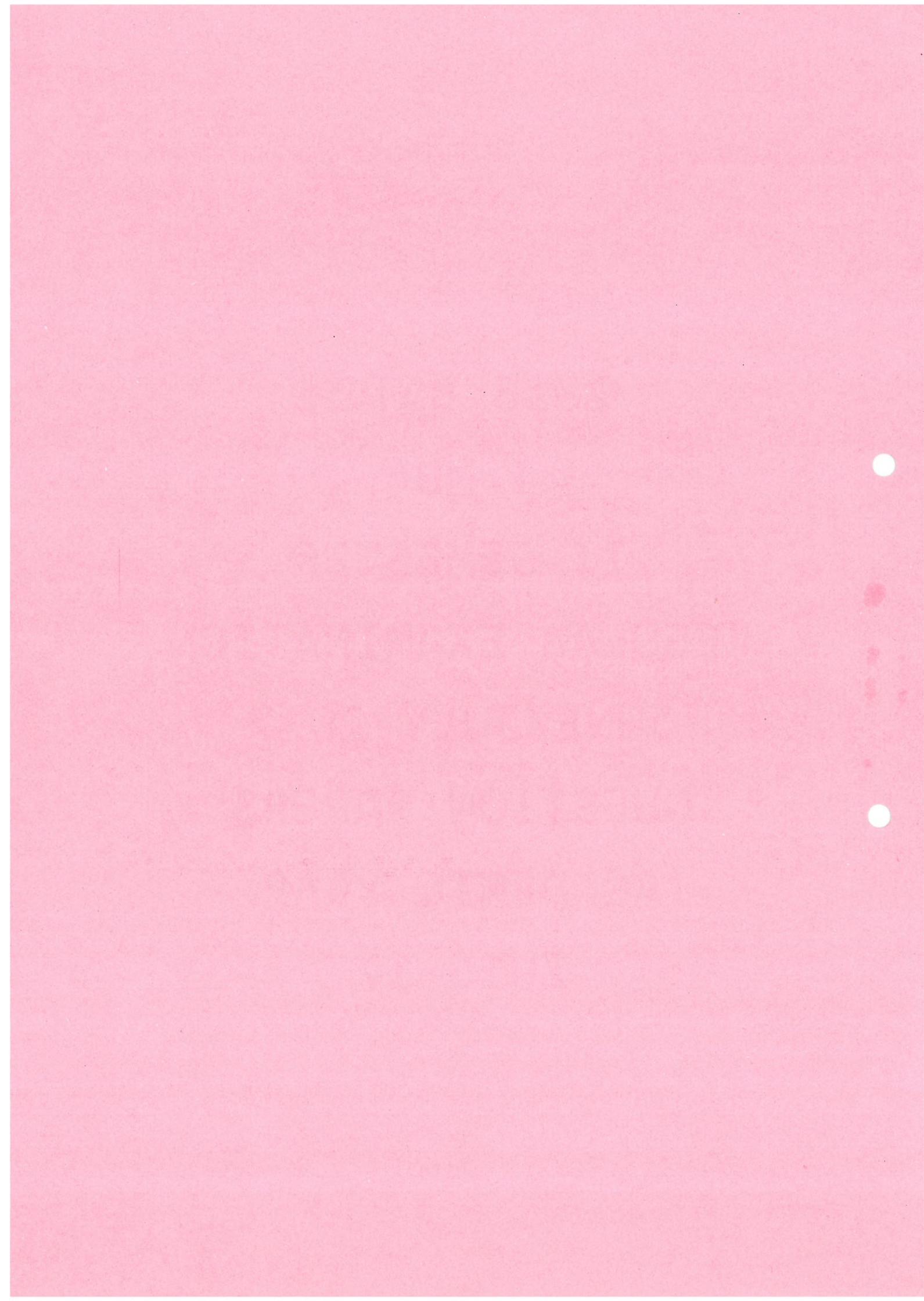
2016-17

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

Subject Code: R16MBA2MNC1

MBA - II Semester Regular Examinations, JUNE/JULY 2017
QUANTITATIVE ANALYSIS AND REASONING-I

Time: 3 hours   Max Marks: 60

SECTION - A

All Questions carry equal marks

1) BCDE, FFFF, JIHG, _____

    1.   NNNN   2.   NLJH   3.   HHHH   4.   LLLL

2) 8, _____, 48, 240, 1680

    1.   12   2.   16   3.   8   4.   24

3) Pointing to a photograph. Bajpai said, "He is the son of the only daughter of the father of my brother." How Bajpai is related to the man in the photograph?

1.   Nephew   2. Brother   3. Father   4. Maternal Uncle

4) The mean temperature of Monday to Wednesday was 37®C and of Tuesday to Thursday was 34®C, if the temperature on Thursday was 4/5th that of Monday, then what was the temperature on Thursday?

1. 36.5®C   2. 36®C   3. 35.5®C   4. 34®C

5) A certain number of two digits is three times the sum of its digits. If 45 be added to it, the digits are reversed. The number is:

1. 72   2. 32   3. 27   4. 23

6) Three years ago the average age of A and B was 18 years. While C joining them now, the average becomes 22 years. How old (in years) is C now?

1. 24   2. 27   3. 28   4. 30

SECTION - B

I.   **4*2=8 Marks**

1.   In a certain code language if the word "COMFORT" is coded CODFFRB, them how will the word "COMMODITY" be coded in that language?

1.   CODDFIBGI   2. CODMFBDIG   3. CODMFDITG   4.COMFDRBTG

2. In a certain code language if the word "FOCUS" is coded TVDPG, then how will you code the word "LIGHT"?

1. UIHJM   2. UHIJM   3. UIJHM   4. None of these

3. On a Rs. 10, 000 payment order, a person has choice between 3 successive discounts of 10%, 10% and 30% and 3 successive discounts of 40%, 5% and 5%. By choosing the better one he can save (in Rupees):

1. 200   2. 255   3.400   4. 433

4. Rs. 600 are divided among A, B, C so that Rs. 40 more than 2/5 th of A's share, Rs. 20 more that 2/7 th of B's share and Rs. 10 more than 9/17 th of C's may all be equal. What is A's share (in Rupees)?

1. 150   2. 170   3. 200   4.280

II.   **4*2=8 Marks**

1. Rahul put his timepiece on the table in such a way that at 6 P.M. hour hand points to North. In which direction the minute hand will point at 9.15 P.M. ?

1.South-East   2.South   3.North   4.West

2. Rasik walked 20 m towards north. Then he turned right and walks 30 m. Then he turns right and walks 35 m. Then he turns left and walks 15 m. Finally he turns left and walks 15 m. In which direction and how many metres is he from the starting position?

1.   15 m West   2 .   30 m East   3.   30 m West   4.   45 m East

3. A pump can fill a tank with water in 2 hours. Because of la leak, it took 2 1/3 hours to fill the tank. The leak can drain all the water of the tank in:

1. 4 1/3 hours   2. 7 hours   3. 8 hours   4. 14 hours

4. Two pipes A and B can fill a cistern in 37 ½ minutes and 45 minutes respectively. Both pipes are opened. The cistern will be filled in just half an hour, if the B is turned off after:

1.   5 min.   2. 9 min.   3. 10 min.   4. 15 min.

III.   **4*2=8 Marks**

1.RNOI : IALV : : FUIG :_____

        1. UFRT   2. UHRT   3. SHVT   4. TRFU

2.   TOEFL : OUVLG : : GMAT :_____

        1. GTPL   2. GZNT   3. GHNK   4. NONE OF THESE

3. A, B, C started a business with their investment in the ratio 1 : 3 : 5. After 4 months, A invested the same amount as before and B as well as C withdrew half of their investments. The ratio of their profits at the end of the year was:

1.   5 : 6 : 10   2.   6 : 5 :10   3.   10 : 5 : 6   4.   4 : 3 : 5

4. If 9 men working 71/2 hours a day can finish a piece of work in 20 days, then how many days will be taken by 12 men, working 6 hours a day to finish the work? It is being given that 2 men of latter type work as much as 3 men of the former type?

1. 91/2   2. 11   3. 121/2   4. 13

IV.   **4*2=8 Marks**

Find the Oddmanout for question no 1and 2

1.   1) January   2) March   3) April   4) July

2.   1) egnaro   2) ananab   3) teabdc   4) separg

3. A merchant has 1000 kg of sugar, part of which he sells at 8% profit and the rest at 18% profit. He gains 14% on the whole. The quantity (in kg.) sold at 18% profit is:

1. 560   2. 600   3. 400   4. 640

4 . A sum of money becomes Rs. 13, 380 after 3 years and Rs. 20, 070 after 6 years on compound interest. The sum (in Rupees) is:

1. 8800   2. 8890   3. 8920   4. 9040

V.   **4*2=8 Marks**

1.   A, B, C, D and E are sitting on a bench. A is sitting next to B, C is sitting next to D, D is not sitting with E who is on the left end of the bench. C is on the second position from the right. A is to the right of B and E. A and C are sitting together. In which position A is sitting ?

1.   Between B and D   2.   Between B and C   3.   Between E and D   4.   Between C and E

2.   P, Q, R, S, T, U, V and W are sitting round the circle and are facing the centre:

P is second to the right of T who is the neighbour of R and V.S is not the neighbour of P.

V is the neighbour of U.Q is not between S and W. W is not between U and S.   Which two of the following are not neighbours ?

1.   RV   2. UV   3.RP   4.QW

3.   A bag contains 7 green and 8 white balls. If two balls are drawn simultaneously, the probability that both are of the same colour is -.

1.   8/15   2. 2/5   3. 3/5   4. 7/15

4.   The probability that A speaks truth is 3/5 and that of B speaking truth is 4/7. What is the probability that they agree in stating the same fact?

1.   18/35   2. 12/35   3. 17/35   4. 19/35

VI.   **4*2=8 Marks**

Study the following figure and answer the questions given below.
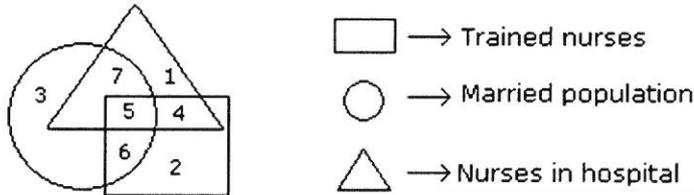
1. If hospital management requires only married trained nurses for operation theater, which part of diagram should be chosen by him ?

1.7   2.4   3.5   4. 6

2.By which number, married but untrained nurses in the hospital are represented?

1.4   2.6   3.7   4.5

3.   Using all the letters of the word "NOKIA", how many words can be formed, which begin with N and end with A?

1.   3   2. 6   3. 24   4. 120

4.   Find the number of ways of arranging the letters of the word "MATERIAL" such that all the vowels in the word are to come together?

1.   720   2. 1440   3. 1860   4. 2160

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Narasaraopeta Engineering College (Autonomous)

NEC Kotappakonda Road, Yellamanda (P.O), Narasaraopet- 522601, Guntur District, AP.

Subject Code: R16MBA206

MBA II Semester Regular Examinations, June/July-2017
E-BUSINESS (ERP & E-COMMERCE)

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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. As we know India is undoubtedly the true land of tourism, Taj Mahal is also known as the exact witness of Indian tourism. Ones tour to India is incomplete without seeing the glorious beauty of Taj Mahal, which is why a number of tourists visit Agra every year. As a result, the city of Taj, Agra has developed into a very good shopping city in last few years. Shopping places near Taj offers you a very superior variety of souvenirs to purchase. Arjun started The Best Moments (TBM), a gift shop in Taj Ganj Area, Agra, more than 15 years ago. The shop sells a wide range of Art and Handicraft items to tourists who visit Taj Mahal throughout the year. TBM's offerings range from inexpensive belts, shoes, leather jackets and bags, to much more expensive decorative items made up of metals like brass, copper and silver. Many of TBM's customers return to the store whenever they visit Taj Mahal. TBM has been selling those products by mail order for the past several years. After reviewing the sales numbers for these mail order items, Arjun has decided that it might be a good idea to expand the mail order operation and begin accepting orders through a Website. Many of the store's items have a high value-to-weight ratio and would be easy to ship to customers around the world. TBM currently accepts only cheques denominated in Indian or US currency in its mail order operation; however, taking orders on a Web site will probably require the company to be more flexible in accepting multiple payment methods. Arjun asked you to help him examine payment processing alternatives for TBM's new Web business.

    A. Identify at least three payment processing options that might be suitable for TBM.

    B. Include specific advantages and disadvantages for each option.

PART-B

4X 12 = 48

2. Define ERP. List and analyze the key reasons for the explosive growth of ERP market

3. (a). Explain the role and duties of ERP consultants.

   (b). Write about SAP advantage?

4. Explain the functions, subsystems, and features of the financial module in ERP.

5. Define electronic commerce. Briefly discuss the advantages and disadvantages of electronic commerce?

6. Explain the required features of a B2B platform for e-commerce.

7. What is an electronic payment system? List and explain the three major risks in electronic payment systems.
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Subject Code: R16MBA205

MBA II Semester Regular Examinations, June/July-2017
ORGANISATIONAL BEHAVIOUR

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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. McCoy's Building Supply Centers of San Marcos, Texas, have been in continuous successful operation for almost 70 years in an increasingly competitive retail business. McCoy's is one of the nation's largest family-owned and -managed building-supply companies, with sales topping $400 million. The company serves 10 million customers a year in a regional area currently covering New Mexico, Texas, Oklahoma, Arkansas, Mississippi, and Louisiana in 103 stores employing 1600 employees. McCoy's strategy has been to occupy a niche in the market of small and medium-sized cities. McCoy's was originally a roofing business started by Frank McCoy in 1923; roofing remained the company's primary business until the 1960s, when it began to expand under the management of son, Emmett McCoy.

McCoy's grounding principle is acquiring and selling the finest quality products that can be found and providing quality service to customers. As an operations-oriented company, McCoy's has always managed without many layers of management. Managers are asked to concentrate on service-related issues in their stores: get the merchandise on the floor, price it, sell it, and help the customer carry it out. The majority of administrative workload is handled through headquarters so that store employees can concentrate on customer service. The top management team (Emmett McCoy and his two sons, Brian and Mike, who serve as co-presidents) has established 11 teams of managers drawn from the different regions McCoy's stores cover. The teams meet regularly to discuss new products, better ways for product delivery, and a host of items integral to maintaining customer satisfaction. Team leadership is rotated among the managers. McCoy's has a workforce of 70 percent full-time and 30 percent part-time employees. McCoy's philosophy values loyal, adaptable, skilled employees as the most essential element of its overall success. To operationalize this philosophy, the company offers extensive on-the-job training. The path to management involves starting at the store level and learning all facets of operations before advancing into a management program. All management trainees are required to relocate to a number of stores. Most promotions come from within. Managers are rarely recruited from the outside. This may begin to change as the business implements more technology requiring greater reliance on college educated personnel.

Permeating all that McCoy's does is a strong religious belief, including a strong commitment to community. In 1961 Emmett McCoy decided, in the wake of a devastating hurricane, to offer McCoy's goods to customers at everyday prices rather than charging what the market would bear. This decision helped establish McCoy's long-standing reputation of fair dealing, a source of pride for all employees, and allowed the company to begin its current expansion perspective. In 1989 McCoy's became a drug-free company. McCoy's takes part in the annual National Red

Ribbon Campaign, "Choose to Be Drug Free." McCoy's also supports Habitat for Humanity in the United States and has provided support for low-income housing in Mexico.

Many McCoy family members are Evangelical Christians who believe in their faith through letting their "feet do it"—that is, showing their commitment to God through action, not just talk. Although their beliefs and values permeate the company's culture in countless ways, one very concrete way is reflected in the title of this case: Never on a Sunday. Even though Sundays are busy business days for retailers, all 103 McCoy's stores are closed on Sunday.

Questions

1. How do the beliefs of the McCoy family form the culture of this company?
2. Can a retailer guided by such strong beliefs compete and survive in the era of gigantic retailers such as Home Depot? If so, how?
3. Is such a strong commitment to social responsibility and ethical standards a help or a hindrance in managing a company?
4. How does a family-owned and -managed company differ from companies managed by outside professionals?

PART-B

4X 12 = 48

2. (a) Define organisational behaviour and explain the nature and scope of OB.
   (b) Describe various models of organisational behaviour.

3. (a) Explain about various types of organisational structure and its elements in designing organisational structure.
   (b) Illustrate the difference between organisational culture and climate.

4. (a) Identify various factors influencing perception and explain in detail.
   (b) What is Learning? Explain the theories of Learning with examples.

5. (a) What is Johari Window? Explain in detail about its process?
   (b) Describe about the theories of personality and how it helps in resolving interpersonal conflicts in the organisation?

6. (a) What is Group Dynamics and what are the various theories that influence in the formation of group in the organisation?
   (b) Describe in detail about Group Cohesiveness and analyse the various solutions to overcome group conflicts?

7. (a) Discuss about the role of Goal Conflict and evaluate the procedure of conflict management?
   (b) Explain in detail about organisational growth and change agents and its concepts?

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Subject Code: R16MBA204

MBA II Semester Regular Examinations, June/July-2017
PRODUCTION AND OPERATIONS 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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. ESCOM-COPING WITH RUNWAY CAPACITY NEEDS

ESCOM is a producer of electronic home appliances, including VHS (Video Home System) television recorders, located in northern California. The packaged product weighs about 75 kg. ESCOM was not the innovator of the system. Rather, its managers sat back and let RCA and others develop the market, and ESCOM is currently producing under license agreements. ESCOM has a conscious strategy of being a follower with new product innovations. It does not have the financial resources to be a leader in research and development.

ESCOM's present opportunity is indicated by the fact that industry sales of VHS recorders have increased 30 per cent per year for the past two years, and forecasts for the next year and the two following are even more enticing. ESCOM has established a 10 per cent market share position and feels that it can at least maintain this position if it has the needed capacity; it could possibly improve its market share if competitors fail to provide capacity at the time it is needed.

	Years					
	0	1	2	3	4	5
Forecast, 1000 Units	100	140	195	270	350	450
Capacity (gap), or slack 1000 units	5	(35)	(90)	(165)	(245)	(345)

The forecasts and capacity gaps are indicated in Table. ESCOM regards the first year forecast as being quite solid, based on its present market share and a compilation of several industry forecasts from different sources. It is less sure about the forecasts for future years, but it is basing these forecasts on patterns for both black and white and color TV sales during their product life cycles.

ESCOM's VHS model has a factory price of Rs 600. Variable costs are 70 percent of the price. Inventory carrying costs are 20 per cent of inventory value, 15 percentage points of which represents the cost of capital. ESCOM's facility planners estimate that a 40,000 unit plant can be built for Rs. 5 million and a 200,00 unit plant, for Rs. 10 million. Land and labour are available in the area, and either size plant can be built within a year.

(a) What capacity plans do you think ESCOM should make for next year? Why?
(b) What longer-term capacity plans should ESCOM make? Why?
(c) What are the implications of these plans for marketing, distribution, and production?

PART-B

4X 12 = 48

2. (a) Define production and operations management? What are the various types of manufacturing process?
   (b) What are recent trends and challenges of POM?

3. (a) Describe in detail about various stages of PPC and explain Mass and Batch production process with examples?
   (b) What is Capacity Planning? What are the various steps involved in Capacity Planning?

4. (a) What is Plant Layout? What are the different types of plant layout?
   (b) Discuss about the objectives of Method Study and what are its various techniques?

5. (a) Evaluate the process of BRP and TQM with examples?
   (b) What are the various tools and techniques to improve production in the organisation?

6. (a) Explain the procedure and functions of purchasing in the production department?
   (b) What are the various methods that influence the inventory control system?

7. (a) How the Quality Management system works as an effective process in the organisation? Write with suitable examples?
   (b) Write about Control Charts and discuss about the principles of ISO and BSI standards?

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Subject Code: R16MBA203

MBA II Semester Regular Examinations, June/July-2017
MARKETING 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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. ITC, the company having diversified businesses, had entered the personal care category also. Vivel, beauty soap is one key brand of the company. Answer the following relating to it
   (a) How is this brand conceived and positioned.
   (b) Describe its target customers.
   (c) What is the value platform on which it is positioned.
   (d) Explain your perception on the performance of Vivel.

PART-B

4X 12 = 48

2. Explain the four sub systems of marketing information system.

3. Take a product of your own choice and explain how you will do the STP (Segmentation, Targeting and Positioning) for it.

4. Explain the different stages of a product life cycle along with a diagram.

5. (a) General objectives of pricing. (6marks)

   (b) Basic methods of setting price. (6marks)

6. Identify and enlighten on the elements of promotional mix.

7. How to measure the performance of a marketing department

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NEC

Subject Code: R16MBA202

MBA II Semester Regular Examinations, June/July-2017
HUMAN RESOURCE 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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. The workers of a soft drinks company are stressing for a hike in wages/salary, bonus and incentives. But the entries of MNCs have caused a severe competition and a decrease in the company's profit and turnover. The company is not able to agree to the terms and conditions of the workers due to the existing problems.
Explain different ways of solving the workers problems.

PART-B

4X 12 = 48

2. What are the different functions to be performed by a HR manager.

3. (a) Source of recruitment (6 marks)

   (b) Method of executive development (6 marks)

4. Prepare a job description and job specification documents for a "management trainee" post in a "FMCG" organization.

5. (a) Need for a performance appraisal system (6 marks)

   (b) Modern methods of performance appraisal (6 marks)

6. Make a note on statutory and non-statutory welfare measures.

7. Explain the grievance handling procedure in detail.

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Subject Code: R16MBA201

MBA II Semester Regular Examinations, June/July-2017
FINANCIAL 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
All questions carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. A Company whose cost of capital is 12% is considering two Machines A and B. The following data are available:-

	Machine A (Rs.)	Machine B (Rs.)
Cost of machine	1,40,000	1,40,000
Cash Inflows		
1st year	20,000	1,00,000
2nd year	40,000	80,000
3rd year	60,000	40,000
4th year	1,00,000	20,000
5th year	1,10,000	20,000
Total	3,30,000	2,60,000

Recommended in which machine company should invest by using the following methods
a. Pay back method
b. Net present value
c. Profitability index

PART-B

4X 12 = 48

2. (a) Explain the role of finance manager in developing the financial position of a company
   (b) Write about wealth maximization and earnings per share maximization.
3. (a) Define investment and write about investment process in detail.
   (b) What is capital budgeting? Explain its traditional and modern methods with examples.
4. Illustrate the difference between capital structure and financial structure.

5. (a) Describe cost of capital and explain various types of cost of capital measurements with formulas.
   (b) Write about weighted cost of capital with example.
6. Describe various components of working capital and explain its determinants.
7. Define dividend? Explain its theories in detail.

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2016 BATCH

I MBA

I SEMESTER

REGULAR EXAMINATION

DEC-2016

QUESTION PAPERS

ACADEMIC YEAR
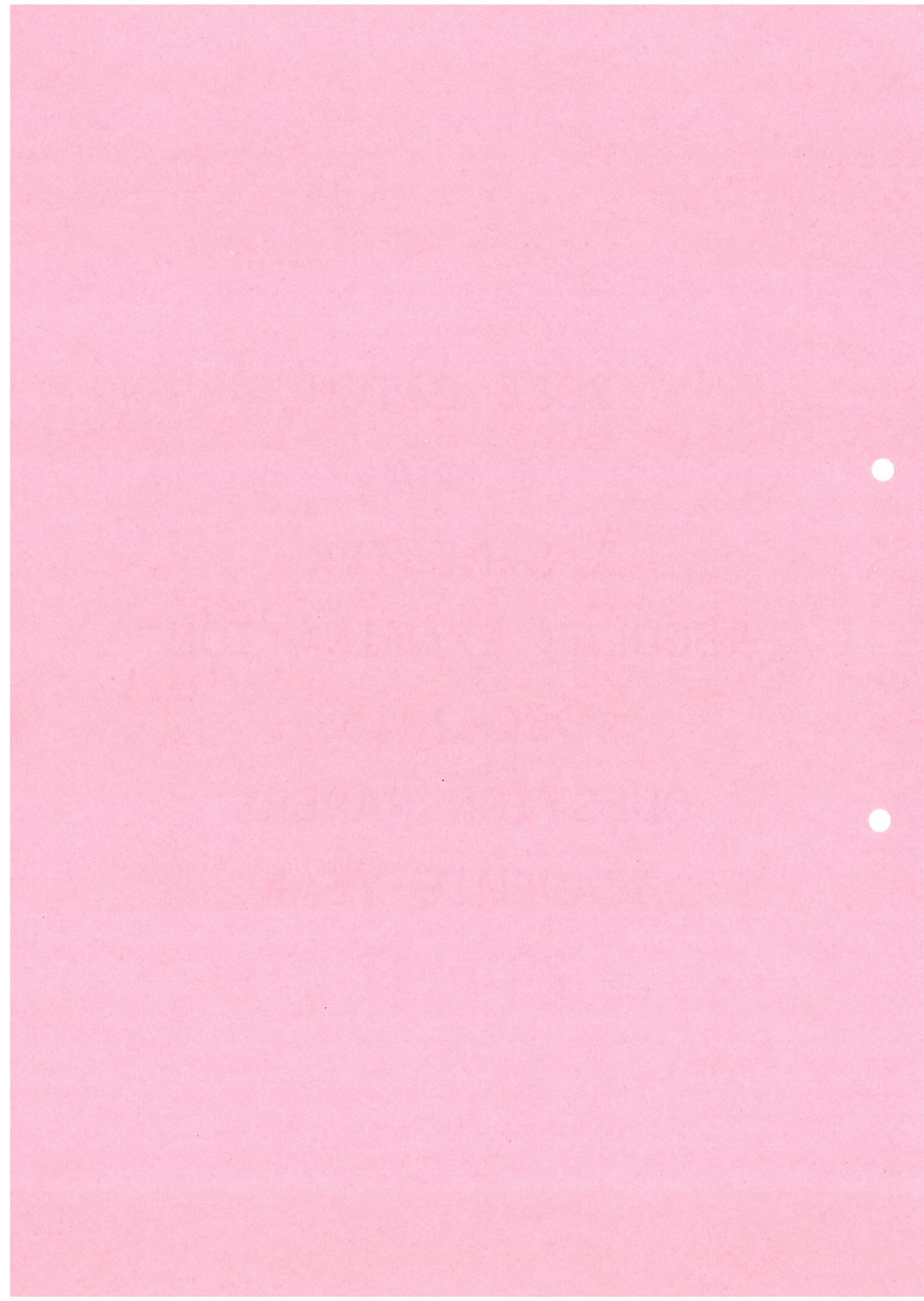
2016-17

NARASARAOPETA ENGINEERING COLLEGE (AUTONOMOUS)
Kotappakonda Road, Yellamanda (P.O.), Narasaraopeta – 522601, Guntur District, A.P.

Subject Code: R16MBA1MNC

MBA I Year I Semester Regular Examinations, Dec-2016/Jan-2017
Verbal Ability-Mandatory Course

Duration: 3 Hours

Max. Marks=60M

Name of the Student: _____Hall Ticket No:_____

I. **Find the relationship between the following words** 20x1=20M

1. Book is to read as Music is to

   a. Upset   b. Train   c. Listen   d. Create

2. Earth is to Live as Oxygen is to

   a. Breathe   b. Mouse   c. Swan   d. Drink

3. Tailor is to Stitch as Musician is to

   a. Love   b. Perch   c. Entertain   d. Wither

4. Upset is to Disappoint as Happy is to

   a. Enjoy   b. Jubilant   c. Suffer   d. Sip

5. Thermometer is to measure Heat as Speedometer is to

   a. Distance   b. Speed   c. Kms   d. Miles

6. Botany is to Plants as Zoology is to

   a. Herbs   b. Shrubs   c. Animals   d. Reptiles

7. Tailor uses Needle. Soldier uses

   a. Gun   b. Stick   c. Spade   d. Harrow

8. Fan Oscillates is to Pendulum is to

   a. Swings   b. Oscillates   c. Types   d. Edits

9. Horse is to Mare as He-Buffalo is to

   a. Tigress   b. She - Buffalo   c. Cub   d. Lioness

10. Tiger is to Cub as Lion is to

a. Stallion   b. Stable   c. Pigling   d. Cub

11. Anemometer is to Wind Vane as Seismograph is to

    a. Earth   b. Earthquake   c. Geology   d. Geography

12. Pig is to Pigling as Cow is to

    a. Calf   b. Kitten   c. Horse   d. Stallion

13. Psychology is to Behaviour as Body Language is to

    a. Mind   b. Brain   c. Hand Movements   d. Plants

14. Hero : Positive :: Villain:

    a. Fights   b. Opposes   c. Negative   d. Lit

15. Injection is to Patient as Police is to

    a. Interrogation   b. Shrubs   c. Plants   d. Creepers

16. Medicine is to Disease as Pesticides is to

    a. Inject   b. Humans   c. Plants   d. Malaria

17. Fish is to Water as Frog is to

    a. Water   b. Pond   c. Land & Water   d. Pen

18. Dream is to Night as Day Dream is to

    a. Afternoon   b. Midnight   c. Night - Time   d. Day - time

19. Mind is to think as Hand is to

    a. Write   b. Help   c. Wave   d. Taste

20. Train is to Platform as Bullet is to

    a. Gun   b. Trajectory   c. Barrel   d. But

II.   Find the odd man out from the following   20x1=20M

1. a. Rabbit   b. Cat   c. Dog   d. Frog

2. a. Beautiful   b. Handsome   c. Charm   d. Analogy

3. a. Cost   b. Price   c. Fair   d. Value

4. a. A/C   b. Cooler   c. Refrigerator   d. Owen

5. a. KCR   b. Indira Gandhi   c. Priyanka   d. Nehru

6. a. Cow   b. buffalo   c. Goat   d. Ox

7. a. Gun   b. Hunter   c. Rifle   d. Pistol

8. a. Doctor   b. Lawyer   c. Businessman   d. Teacher

9. a. Physics   b. Economics   c. History   d. Geography

10. a. Crocodile   b. Snake   c. Lizard   d. Tiger

11. a. Apple   b. Pomegranate   c. Lime   d. Strawberry

12. a. Nile   b. Jhelum   c. Amazon   d. Arabian

13. a. Sruthi   b. Laya   c. Anushka   d. Pallavi

14. a. Blouse   b. Sweater   c. Gloves   d. Boots

15. a. Untidy   b. Dirty   c. Clean   d. Filthy

16. a. Bad   b. Wrong   c. Right   d. Incorrect

17. Super   b. Excellent   c. Very Good   d. Magnificent

18. Volley Ball   b. Chess   c. Hockey   d. Hand Ball

19. a. Tomato   b. Potato   c. Ginger   d. Carrot

20. Cuddapah   b. Palanadu   c. Karimnagar   d. Nizamabad

III. Rewrite the following sentences in right form

20x1=20M

1. What is your good name?

2. I just completed the food long back.

3. I will be had happy.

4. She is writing a test since morning.

5. I did not have no knowledge about that incident.

6. She married with Mr. Ram

7. What is the time from your watch?

8. Does you think that works?

9. Happy I am with you?

10. The come to college in bus.

11. Uday has had a good boy.

12. She did it on her own only.

13. Are where you?

14. Every students like the teacher.

15. I am liking you.

16. Umas is suffering in fever?

17. They does live in India.

18. You speak English good.

19. I did not meet nobody.

20. My passport ready is?

Subject Code: R16MBA106

MBA - I Semester Regular Examinations, Dec-2016/Jan-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

All questions carry equal marks of 12.

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PART-A (CASE STUDY)

1 X 12 = 12

1.   A company has three operational departments (weaving, processing and packing) with capacity to produce three different types of cloths namely, suitings shirtings and woollens yielding the profit of Rs.2, Rs.4 and Rs.3 per metre respectively. One metre suiting requires 3 minutes in weaving, 2 mintues in processing and 1 minute in packing. One metre of shirting requires 4 minutes in weaving, 1 minute in processing and 3 minutes in packing, while 1 metre woollen requires 3 minutes in each department . in a week, total run time of each department is 60, 40 and 80 hours of weaving, processing and packing departments respectively. Formulate the L.P.Problem to find the product mix to maximize the profit.

PART-B

4X 12 = 48

2. (a)   Define marginal probability.
   (b)   State and prove additive theorem.
   (c)   The incidence of occupational disease in an industry is such that the workers have a 20% chance of suffering from it. What is the probability that out of six workers 4 or more will contract the disease?

3. (a)   Explain the steps involved in formation of L.P.P.
   (b)   Solve the following LPP using graphical method.

   Maximize $Z = 3 x_1 + 4 x_2$

   S.T.C $5 x_1 + 4 x_2 \leq 200$

              $3 x_1 + 5 x_2 \leq 150$

              $8 x_1 + 4 x_2 \leq 80$

              $x_{1,} x_2 \geq 0$

4. (a)   Explain the rules of dominance.
   (b)   Solve the following game.

		PLAYER b			
		I	II	III	IV
PLAYER A	I	3	2	4	0
	II	3	4	2	4
	III	4	2	4	0
	IV	0	4	0	8

5. (a) Write mathematical model for general transportation problem.
   (b) Solve the following travelling salesman problem so as to minimize the cost per cycle.

		TO CITY				
		A	B	C	D	E
FROM CITY	A	∞	10	25	25	10
	B	1	∞	10	15	2
	C	8	9	∞	20	10
	D	14	10	24	∞	15
	E	10	8	25	27	∞

6. (a) Explain various types of replacement.
   (b) A firm is thinking of replacing a particular machine whose cost price is Rs.12,200. The scrap price of this machine is only Rs.200. the maintenance costs are found to be as follows:

Year	1	2	3	4	5	6	7	8
Maintenance cost (Rs)	220	500	800	1200	1800	2500	3200	4000

7. (a) Explain the rules of drawing network diagram.
   (b) The following table gives data on normal time and cost and crash time and cost for a project:

Activity	Normal		Crash	
	Time(days)	Cost(Rs.)	Time(days)	Cost(Rs.)
1-2	6	60	4	100
1-3	4	60	2	200
2-4	5	50	3	150
2-5	3	45	1	65
3-4	6	90	4	200
4-6	8	80	4	300
5-6	4	40	2	100
6-7	3	45	2	80

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Subject Code: R16MBA105

MBA - I Semester Regular Examinations, Dec-2016/Jan2017
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
All questions carry equal marks of 12.
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PART-A (CASE STUDY)

1 X 12 = 12

1. Case Study

China's entry into the WTO in 2001 has made it more active in the field of international trade through interactions with other Least Developed Countries (LDC). Long before joining the WTO, China lowered its tariff rates on several occasions and realized the need for convertibility of the Chinese currency (RMB). After becoming a member, it has cut the average tariff level of over 5000 imported goods from 15.3 per cent to 12 per cent. China is opening its agricultural goods and general goods markets, as well as services markets. It is expected that all these will boost foreign investment in China. However, it will not be an unmixed blessing for China. The import bill now is likely to be much higher than before. So, if China is not able to constantly increase its exports, its current account balance of payment may pose a problem as in other developing countries. The downside of its entry to the WTO is that there would be an expanded pressure of neo-liberal globalization and western influence in China, which may affect its traditional taboo and culture. China also actively participates in the activities of the Asian-Pacific Economic Cooperation Organization and plays a very decisive role in all its policy making processes. China's role in bilateral trade relations with many developed countries including the USA, the EU, Russia and Japan are strengthened every year.

India's experience with the WTO is not a happy one. Before the introduction of agricultural liberalization in India, agricultural commodity prices were lower than their international market prices. Hence, exports of farm products from a country like India were rather a lucrative proposition for the peasants, and as formers are price responsive, they used to increase production for exports. This trend continued in the first phase of globalization in the 1980s. However, the trend reversed since the 1990s, particularly after the so-called special and differential treatment of the less developed agriculture by the WTO. The typical LDCs studied by the Food and Agricultural Organization (FAO) showed a rise in the export of agricultural products based on their performance in the phase of globalization of the 1980s; but in the 1990s, in spite of the WTO's special and differential policy, the imports of agricultural products as a result of subsidy-induced price fall in the international market increased several times in these developing countries.

Since the prices of agricultural products have become lower in the international market, Indian farm products' exporters have become much poorer. This has led to

widespread protests, frustration, and even farmer's suicides. The growing economic problem has now become a human problem. In India, agricultural exports as a percentage of total exports went down from 30.7 (1980-81) to 19.4(1990-91), to 15.4 (1999-2000) to 13.5 (2000-2001). The situation is quite opposite of what was expected. The large amount of imports has created two adverse problems- export –import imbalance and fall in the prices of domestic food products. Although exports went up by 83 per cent, the import of agricultural products in India escalated to 168 per cent. This export –import imbalance in India has been responsible for a structural adjustment that led to lower the compound rates of growth of food grains production in India. However, there has been some sort of apathy towards the agricultural sector, as it is not remunerative any longer. Kulaks are shifting to other business in the non-agricultural sector; city ward migration has been increasing and, employment in agriculture, mining and quarrying and community and personal services has indeed decelerated.

1. India's experience with the WTO is not a happy one – Explain.
2. What do you think is the likely impact of China's entry in the WTO? Give reasons for your answer.
3. How has Indian agriculture been affected by the WTO's policy? Discuss.

PART-B

4x12=48

2. Describe the various components of business environment that influence the business organizations.

3. Bring out the main Economic factors that affect the modern business organizations and explain the salient features of Competition act 2012.

4. What is Fiscal Policy? Explain its role in the economic development of the country and recent development in the Indian Fiscal policy.

5. Explain the role of WTO in the international trade. Elaborate the mechanism to address the disputes among the countries.

6. Elaborate the role of Environmental laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955 salient features.

7. Discuss the role and responsibilities of Chairman and Managing Director in implementing the Corporate Governance Practices in a business in India.

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Subject Code: R16MBA104

MBA - I Semester Regular Examinations, Dec-2016/Jan-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
All questions carry equal marks of 12.
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PART-A (CASE STUDY)

1 X 12 = 12

1. Ravi generally liked supervising the telephone services department of Sun Solaris. Ravi supervised a staff of 10 service representatives. The reps averaged almost four year in their current jobs, and Ravi was pleased with their performance. "Part of the reason they're good, Ravi often thought to himself, is that I'm such stickler for following rules. They get in on time and meet their quotas, or else. That's the only way to run thing here." In the two years that Ravi had been in charge of telephone services, he had never experienced any major problems with the staff. However, he had not been particularly close to them either, and his relationship with them was a formal one.

One day, shortly after lunch, Venkat, a supervisor in a nearby department, came to Ravi's office with information that had the potential to change how Ravi related to his staff. Ravi liked Venkat and they often talked together. He was a fine and trustworthy colleague.

Ravi was sitting at his desk when Venkat walked in and closed the door. Venkat wasted no time in getting to the point: "I just got through hearing an interesting conversation in the lunch room. It involved four of your employees and you should hear what they're saying about you." Ravi looked puzzled and concerned. "What do you mean? I mean, er, how do you know? How did you hear?", "Well." Venkat said, "I was sitting at an out-of-the –way booth with my back to them and was kind of hidden by a poster display someone recently put up, I don't think they knew I was there." Ravi was growing impatient. "OK, OK, but what were they saying?"

"I wasn't paying any attention at first, so I'm not sure quite how things got started," Venkat Replied. "But in any case, when I finally began to listen, it seemed the first part of the discussion concerned a warning you gave Hussain about being late." In fact, earlier that day, Ravi had issued a written warning to one of his employee, Hussain, about her periodic lateness. Hussain had to take public transportation to get to work and had a tendency to arrive 10 to 15 minutes late on a regular basis.

Venkat continued: "I think at first it was just Hussain and Raj who were involved. Evidently they were comparing notes about how often each of them was late and how you treated them. They were joined by two other employee, Kapil and Patil." Venkat explained what happened. The other two employees, learning of the topic, chimed in. After a while, they were all complaining about how Ravi did not treat them fairly and how unfairly they were paid. They openly discussed their salaries and how wrong their job descriptions were. It was a major gripe session, and these employees were very upset.

"I got the impression that this was not the first time they had this conversation," Venkat observed. "I also got the impression that a lot of other employees in your unit felt the same way.

"The thing that really got my ear, though, was when deplored said something like, 'How much longer are we going to put up with this stuff? We should do something.' Everyone there agreed."

Venkat explained that he stayed in the cafeteria longer than he should have and had to return to his department. "I tried to be careful when I was leaving, so that they wouldn't to see me, but I think I was noticed. Then I came right here."

Questions

1. Does Ravi have a problem? If so, what is it?
2. What action? If any, should Ravi take?

PART-B

4X 12 = 48

2. Illustrate the nature and scope of business communication.

3. Elucidate the differences between verbal and nonverbal communication. Describe different forms of nonverbal communication.

4. Explain the dos and don'ts of oral presentations.

5. Interpret the characteristics of a good report.

6. Discuss how business correspondence plays a crucial role in the progress of an organization.

7. "Hearing is not listening". Discuss the impact of poor listening skills within a business communication context.

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Subject Code: R16MBA103

MBA - I Semester Regular Examinations, Dec-2016/Jan-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.
All questions carry equal marks of 12.
*****

PART-A (CASE STUDY)

1 X 12 = 12

The following are the figures extracted from the books of Krishna murthy on 30-9-1997.

Particulars	Debit Rs.	Credit Rs.
Capital		50,000
Plant & machinery	20,000	
furniture	11,500	
sundry debtors & creditors	15,000	20,000
Bills receivable & payable	10,000	5,000
Opening stock	20,000	
Purchases & sales	60,000	90,000
Depreciation	1200	
Outstanding salaries		800
salaries	10,000	
wages	22000	
insurance	1000	
prepaid insurance	100	
carriage inwards	400	
10% loan		5,400
	1,71,200	1,71,200

Adjustments

1. Write 0ff Rs1000 as bad debts and provide 5% on debtors for bad debts.
2. Closing stock was valued at Rs 40,000.
3. Allow 10% interest on capital.
   Prepare final accounts.

PART – B

2. What is meant by accounting? Explain the various functions & accounting.

3. Define journal. Explain the various advantages and classifications of accounts.

4. What is meant by depreciation? Explain the various methods of depreciation.

5. Following is the profit and loss account of Electro Matrix Ltd.for the year ended 31 st December, 1986:

Dr.	Rs.	Cr.	R.s
To opening stock	1,00,000	By sales	5, 60,000
To purchases	3, 50,000	By Closing stock	1, 00,000
To wages	9,000		
To gross profit C/D	2, 01,000		
Total	6, 60,000	Total	6, 60,000

Dr.	Rs.	Cr.	R.s
To Administrative Expenses	20, 000	By Gross Profit b/d	2, 01,000
To Selling & distribution Expenses	89, 000	By Interest on Investments(Outside business)	10, 000
To Non-Operating Expenses	30, 000	Profit on sale of investments	8,000
To Net Profit	80, 000		
Total	2, 19,000	Total	2, 19,000

You are required to calculate
1. Gross Profit Ratio
2. Net Profit Ratio
3. Operating ratio
4. Operating profit Ratio
5. Administrative Expenses Ratio

6. What is funds- flow statement? Explain the uses, significances and importance of funds- flow statements

7. Define Hr accounting? Explain the various methods of Hr accounting.

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NEC

Subject Code: R16MBA102

MBA - I Semester Regular Examinations, Dec-2016/Jan-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. A Company has to select one of the two projects, A or B

   Project A: Cost is Rs 11,000 and Cash inflows are Rs.6000, 2000, 1000 and 5000 for four years

   Project B: Cost is Rs 10,000 and Cash inflows are Rs.1000, 1000, 2000 and 10000 for four years

   By using rate of return method, suggest which project is more preferable and why

PART-B

4X 12 = 48

2. (a) State the economic goals of a Business Organisation
   (b) Explain the nature and scope of Managerial Economics

3. (a) Discuss the characteristics of Business Cycles
   (b) Justify the risk-return trade off in business decisions

4. High light different methods of forecasting in detail

5. Make a detailed note on Cobb-Douglas production function

6. (a) ISO Costs
   (b) Cost of Production
   (c) Replacement Costs

7. Describe how a firm under Oligopoly fixes the price and output
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Subject Code: R16MBA101

MBA - I Semester Regular Examinations, Dec-2016/Jan-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.**
All questions carry equal marks of 12.
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PART-A (CASE STUDY)

1 X 12 = 12

Mr Sandeep was a young officer in a nationalised bank in Chennai. He was approached by Mr. Bharath owner of a small textile plant for a loan to renovate his plant. Mr Sandeep gave him a loan of ten lakh rupees. The bank's Branch Manager who saw no future in textiles, was shocked at the loan transaction. He told Sandeep to stay close to Bharath until the money was paid back. Sandeep stuck so close that he became Bharath's financial advisor. The loan was repaid but Sandeep became Bharath's Partner and resigned his Bank job. Within six years Sandeep set up another textile plant and after two decades, his textile unit became the second fastest growing textile company in the country. Sandeep's management style was characterised by an emphasis on innovation and tight control. To his employees, Sandeep was a friendly and highly visible boss. He always worked around the plant and called vast number of workers by their first names. He preferred to lead by example rather than telling people how to do their jobs.

However, Sandeep committed a big mistake of not grooming a successor. Therefore, there was a vacuum at the top when he had a severe heart attack and died.

Questions

1. What were the qualities of Sandeep as a Manager?
2. Do you think Sandeep was a successful Manager?
3. On which roles of a Manager, Sandeep laid maximum emphasis.

4X 12 = 48

2. (a) Explain any seven principles of Henry Fayol.
   (b) Explain the nature and importance of Management

3. (a) "Planning is the essence of the Management"- Elucidate
   (b) what are the Planning premises? Explain its classification.

4. (a) Bring out the important characteristics of an ideal form of an organisation.
   (b) Distinguish between formal and informal organisations.

5. (a) " Mind your men, men will mind all other things" explain.
   (b) define the term Man power Planning. Describe the steps involved in it.

6. (a) Explain Maslow's need hierarchy theory. How does this theory helps managers in motivating the employees.
   (b) State the common barriers of effective communication.

7. (a) " Control means restrictions"- Elucidate.
   (b) Discuss the concept of social responsibility of Business.

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