



Subject Code: R16MBA101

MBA - I Semester Regular and Supplementary Examinations, Dec-2018.
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, each question carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. Mary Roberts had been with the company three years when she was promoted to manager of the tax department which was part of the controller's division. Roberts started with the company when she graduated from college as an accounting major. She entered the organization as a management trainee, and during the one-year program she demonstrated considerable leadership ability as an informal leader her peers. Mary also impressed many senior managers in the company with her sense of responsibility and her willingness to work hard. All of her training assignments were completed on time with considerable skill for an inexperienced person. Since she was very interested in tax accounting, Roberts was assigned to the tax department to be developed further as staff accountant. Within four months she became a supervisor of ten staff as staff accountants to fill a vacancy created by an unexpected early retirement. Her superior believed her to be the most qualified individual to fill the position even though others in the department had more experience in tax accounting. None, however, demonstrated leadership ability or the commitment to work that Mary possessed. The tax department manager was promoted to fill a vacancy in the financial planning department eight months later, and he recommended to the controller that Mary Roberts be promoted to fill the position he was leaving. He mentioned that her work was excellent and that she was a very effective supervisor. The tax department had 45 employees including 3 supervisors, 10 clerical employees, and 3 typists. Several people in the department were senior personnel with 10 to 30 years of experience in tax work. Some of these were more technically knowledgeable in taxation than Mary. There was some resentment in this group that so young a person was made a department head, and three of these people were particularly upset because they desired the promotion and felt they deserved it. What made them even more upset was the fact that the tax manager did not discuss the promotion with them.

Answer the following questions

1. What can Mary Roberts do about the resentful senior employees?
2. Can higher management do anything to help Roberts make the transitions to greater responsibility?
3. Will her lack of technical knowledge hinder Mary's managerial effectiveness?

PART-B

4X 12 = 48

2. Comment on the true nature of management. It is a science or an art?
3. What is meant by hierarchical nature of needs? Is this hierarchy rigid? Why?

4. Briefly explain about various styles of leadership?
5. (a) what is decision making? Discuss the types of decision making?
(b) Explain the major decision making models?
6. (a) Describe the various principles of management by objectives (MBO)
(b) Explain the principles of co-ordination with examples?
7. (a) Discuss the advantages and disadvantages of informal organization?
(b) Explain the difference between line and staff organization with examples?



Subject Code: R16MBA102

MBA - I Semester Regular Examinations, Dec-2017/Jan-2018
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, each question carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. An investigation in to the demand of Two Wheelers in some towns has supplied the following.

Town	Population (in lakhs)	Demand for Two Wheelers
A	12	1600
B	15	2800
C	15	2800
D	18	3100
E	18	3500
F	22	3900
G	26	4700

From the above data

- (i) Estimate the demand for Two Wheelers in Town 'H' having a population of 30 lakhs
(ii) Would this trend be by the change in technology and/or price of Cars?

PART-B

4X 12 = 48

2. Managerial Economics is the integration of Economic Theory with Business Practice for the purpose of facilitating decision making and forward planning by managers. Your Comment.
3. Briefly out line (a) Equi-Marginal rule (b) Risk and Uncertainty (c) Time Perspective (4+4+4)
4. Answer the following (6+6)
(a) What are the determinants of Demand?
(b) Distinguish between Derived Demand and Autonomous Demand
5. Define Production Function. Explain the nature and managerial uses of Production Function
6. Explain the cost output relationship in the short run and long run
7. What is Monopolistic Competition? How does a firm take its pricing and output decisions under Monopolistic Competition?



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Subject Code: R16MBA103

MBA - I Semester Regular and Supplementary Examinations, Dec-2018.
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, each question carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1) The following ratios relate to a Best worth deals for the year ending 31 March 2015.

- a) Inventory turnover ratio =6 times
- b) Trade receivables collection period =2 months
- c) Trade payable payment period =73 days
- d) Gross profit ratio (as a % of sales) =20%
- e) Gross profit Rs.60000
- f) Profit for the year as a % of sales =6.3%
- g) Noncurrent assets turnover =5 times
- h) Current ratio =2.1:1

Prepare income statement and balance sheet.

PART-B

4X 12 = 48

2. What is the importance of accounting and to whom the accounting information is useful.-

Why?

3. Financial statement analysis will help in improving the efficiency of the firm. Do you agree with this statement-explain.

4. What is depreciation? And explain causes of depreciation.

5. Discuss the advantages and disadvantages of computerized accounting system over the manual accounting system?

6. How do you prepare cash flow statement and what is the importance of cash flow statement?

7. Calculate a) Gross profit ratio b) Current ratio c) Inventory turnover ratio d) Fixed assets turnover ratio, on the basis of following information. (4×3=12)

	<u>Rs</u>
Gross profit	50000
Revenue from operations	100000
Inventory	15000
Trade receivables	27500
Cash and cash equivalents	17500
Current liabilities	40000
Land and buildings	50000
Plant and machinery	30000
Furniture	20000



Subject Code: R16MBA104

MBA - I Semester Regular and Supplementary Examinations, Dec-2018.
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, each question carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. List three situations which could occur in your personal life where you would choose to speak rather than write. Explain the reasons for your choice with one example.

PART-B

4X 12 = 48

2. Discuss about attributes and channels of oral and written communication.
3. (a) What is Formal and Informal Communication. 6M
(b) Inter personal communication Vs Intra personal communication 6M
4. (a) List the advantages of technology in communication. 6M
(b) What are the benefits of telephone communication? 6M
5. What is an Interview? Explain what aspects interviewers assess when they interview candidates.
6. What do you mean by Report? Discuss various types and structure of reports.
7. (a) Discuss various emerging issues in communication.
(b) Give a brief note on impact of technology on soft skills.



Subject Code: R16MBA105

MBA - I Semester Regular and Supplementary Examinations, Dec-2018.
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, each question carry equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1.

Basmati is an aromatic rice growth in Northern India and Pakistan.

In September 1997, Rice Tec, a small food technology company based in Texas, United States, was granted a patent by the US patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that basmati is unique aromatic rice grown in Northern India, and not a name Rice Tec could claim. In fact, only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tec had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tec managed to evolve three new varieties of rice for which it got a patent from the United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tec the basmati brand. Rather, it provides it a patent for superior three strains of basmati developed by crossbreeding a Pakistani basmati with a semi-dwarf American variety.

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

Questions:

1. Can any of the following, viz., turmeric, neem and the name basmati be patented? Substantiate your answer.
2. Evaluate the role played by Government of India in preventing the misuse of the name basmati.

PART-B

4X 12 = 48

2. (a) What are the different types of environment in which every business operates?
(b) Explain the regulatory and promotional framework for industries
3. Explain the objectives and implications of 1991 industrial policy?
4. Analyze the various causes for disequilibrium in the balance of payments position in the Indian economy?
5. Discuss the impact of economic reforms for the growth of Indian economy?
6. Describe the various agreements in Uruguay round?
7. Elucidate the disinvestment mechanism and how it benefited to India?



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Subject Code: R16MBA106

MBA - I Semester Regular Examinations, Dec-2018
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, each question carries equal marks of 12.

PART-A (CASE STUDY)

1 X 12 = 12

1. Solve the travelling salesman problem given by the following data :

$$C_{12} = 20, C_{13} = 4, C_{14} = 10, C_{23} = 5, C_{34} = 6,$$

$$C_{25} = 10, C_{35} = 6, C_{45} = 20, \text{ where } C_{ij} = C_{ji}$$

and there is no route between cities i and j if the value for C_{ij} is not shown

PART-B

4X 12 = 48

2. Calculate Rank Correlation Coefficient between X and Y series :

X	68	64	75	50	64	80	75	40	55	64
Y	62	58	68	45	81	60	68	48	50	70

3. Solve the following LPP by graphical method

$$\text{Maximize } Z = 5x_1 + 7x_2 \text{ st } x_1 + x_2 \leq 4, \quad 3x_1 + 8x_2 \leq 24, \quad 10x_1 + 7x_2 \leq 35 \quad (x_1, x_2 \geq 0)$$

4. What is game theory? What are its limitations? Show how a game theory problem can be formulated as a linear programming problem.

5. Solve the following transportation problem having cost structure as

Demand	A	B	C	D	a_i
1	10	18	11	7	20
2	9	12	14	6	40
3	8	9	12	10	35
b_j	16	18	31	30	95

6. An engineering company is offered a material handling equipment 'A'. 'A' is priced at Rs. 60,000 including cost of installation and the costs for operation and maintenance are estimated to be Rs.10,000 for each of the first 5 years, increasing every year by Rs.3000 per year in the sixth and subsequent years. The company expects a return of 10% on all its investments. What is the optimal replacement period?

7. For the project represented by the network diagram, find the earliest and latest times, given the following data :

Task	1-2	1-3	1-4	3-6	2-5	2-6	4-7	5-7	6-7	7-8	8-9
Least time t_0	4	5	8	2	4	6	8	5	3	5	6
Greatest Time t_p	8	10	12	7	10	15	16	9	7	11	13
Most likely time t_m	5	7	11	3	7	9	12	6	5	8	9
