



NEC NARASARAOPETA ENGINEERING COLLEGE

(AUTONOMOUS)

(R19) 2021 BATCH I MBA I SEMESTER REGULAR & SUPPLE END EXAMINATIONS MAY - 2022

TIME TABLE

TIME : 01.30 PM TO 04.30 PM

| DATE | SUBJECT CODE | SUBJECT NAME |
|------------|--------------|--|
| 16.05.2022 | 19MBA1TH01 | MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOUR ✓ |
| 18.05.2022 | 19MBA1TH02 | ECONOMICS FOR MANAGERS ✓ |
| 20.05.2022 | 19MBA1TH03 | ACCOUNTING FOR MANAGERS ✓ |
| 23.05.2022 | 19MBA1TH04 | MANAGERIAL COMMUNICATION AND SOFT SKILLS ✓ |
| 25.05.2022 | 19MBA1TH05 | BUSINESS ENVIRONMENT ✓ |
| 27.05.2022 | 19MBA1TH06 | QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS ✓ |

NOTE:

- I. ANY OMISSION OR CLASHES IN THIS TIME TABLE MAY PLEASE BE INFORMED TO THE CONTROLLER OF EXAMINATIONS, IMMEDIATELY.
- II. EVEN IF GOVERNMENT DECLARES HOLIDAY ON ANY OF THE ABOVE DATES, THE EXAMINATIONS SHALL BE CONDUCTED AS USUAL.
- III. THE HOD'S ARE REQUESTED TO INFORM THE EXAMINATION SECTION (AUTONOMOUS) ANY OTHER SUBSTITUTE SUBJECTS THAT ARE NOT INCLUDED IN THE ABOVE LIST IMMEDIATELY.

CHIEF CONTROLLER OF EXAMINATIONS



Subject Code: 19MBA1TH02

MBA - I Semester Regular & Supple Examinations, May-2022
ECONOMICS 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

1. The growth of free trade in Asia

At the start of 2010 a new free trade area was established incorporating China and the six founding members of the Association of South East Asian Nations (ASEAN). These countries are Brunei, Indonesia, Malaysia, Philippines, Singapore, and Thailand. The aim is to eliminate 90% of imported goods. This deal created the largest trade area in the world, with nearly 1.9bn people. Although there are undoubted gains there have also been warnings from South East Asia that some industries are not ready to compete with China and that jobs will be lost.

Questions

- i. Illustrate the free trade area
- ii. Outline the potential advantages and disadvantages of joining this area for the member countries.
- iii. Rephrase the factors determine the extent to which industries within a country gain or lose

PART-B

4X 12 = 48

2. Discuss the role of managerial economist in influencing the business [CO1,K2,12M]
3. Explain the following principles: [CO2,K2,12M]
(a) time perspective b)discounting
4. Examine the methods of measurement of price elasticity of demand [CO3,K2,12M]
5. Discuss Cobb Douglas production function [CO4,K2,12M]
6. Explain Cost volume profit analysis with illustration [CO5,K2,12M]
7. Discuss the long run equilibrium in oligopoly [CO6,K2,12M]



Subject Code: 19MBA1TH04

MBA - I Semester Regular & Supple Examinations, May-2022
MANAGERIAL COMMUNICATION AND 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.

PART-A (CASE STUDY)

1 X 12 = 12

1. A multi-national organisation, XYZ, operates in various countries including Australia, Vietnam, India, Oman, and Nigeria. The organisation manufactures and distributes agricultural and farm equipment and implements to local and international clients. In total the organisation has 10,000 employees in five countries and more than 1 million customers worldwide. The head office is based in Australia. In recent years the organisation is facing several communication challenges.

They include:

1. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.
2. Lack of quality feedback from clients on ways to improve product quality and service delivery
3. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts

Your manager has asked you to develop strategies and plans to improve communication at all levels. In order to complete this task, you will need to suggest effective communication model (s) to adopt and implement to achieve desired goals of the organisation.

PART-B

4 X 12 = 48

2. (a) What are the eight stages of communication process? Explain them in brief. [CO1,K2,6M]
(b) Write the principles and salient features of effective communication? [CO1,K1,6M]
3. (a) What are LSRW skills? What is the importance of LSRW skills in language learning? How to improve LSRW skills? [CO2,K1,6M]
(b) Is silence an effective form of communication? if yes, why is silence a barrier to communication? If not, justify your answer with suitable examples. [CO2,K1,6M]
4. (a) Why is intrapersonal communication important? What are the four types of interpersonal communication? [CO3,K1,6M]
(b) Distinguish between interpersonal and intrapersonal communication? [CO3,K2,6M]
5. (a) What are the essentials of a good report? What are the steps required in preparing an office report? [CO4,K1,6M]
(b) What are different forms of business letters? Draw the layout of a business letter? [CO4,K1,6M]
6. (a) What is etiquette in business communication? Why is communication etiquette important? [CO5,K1,6M]
(b) What are the different types of presentation? Mention the three basic types of presentations in PowerPoint? [CO5,K1,6M]
7. (a) What are the best practices for communicating during change? How do managers communicate with change to employees? [CO6,K1,6M]
(b) What is the purpose of communication policies? How can communication policies be improved? [CO6,K1,6M]



Subject Code: 19MBA1TH05

MBA - I Semester Regular & Supple Examinations, May-2022
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.

PART-A (CASE STUDY)

1 X 12 = 12

1. Case Study:

Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has, a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time, also monitors few health parameters like heart beat, blood pressure etc.

While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India.

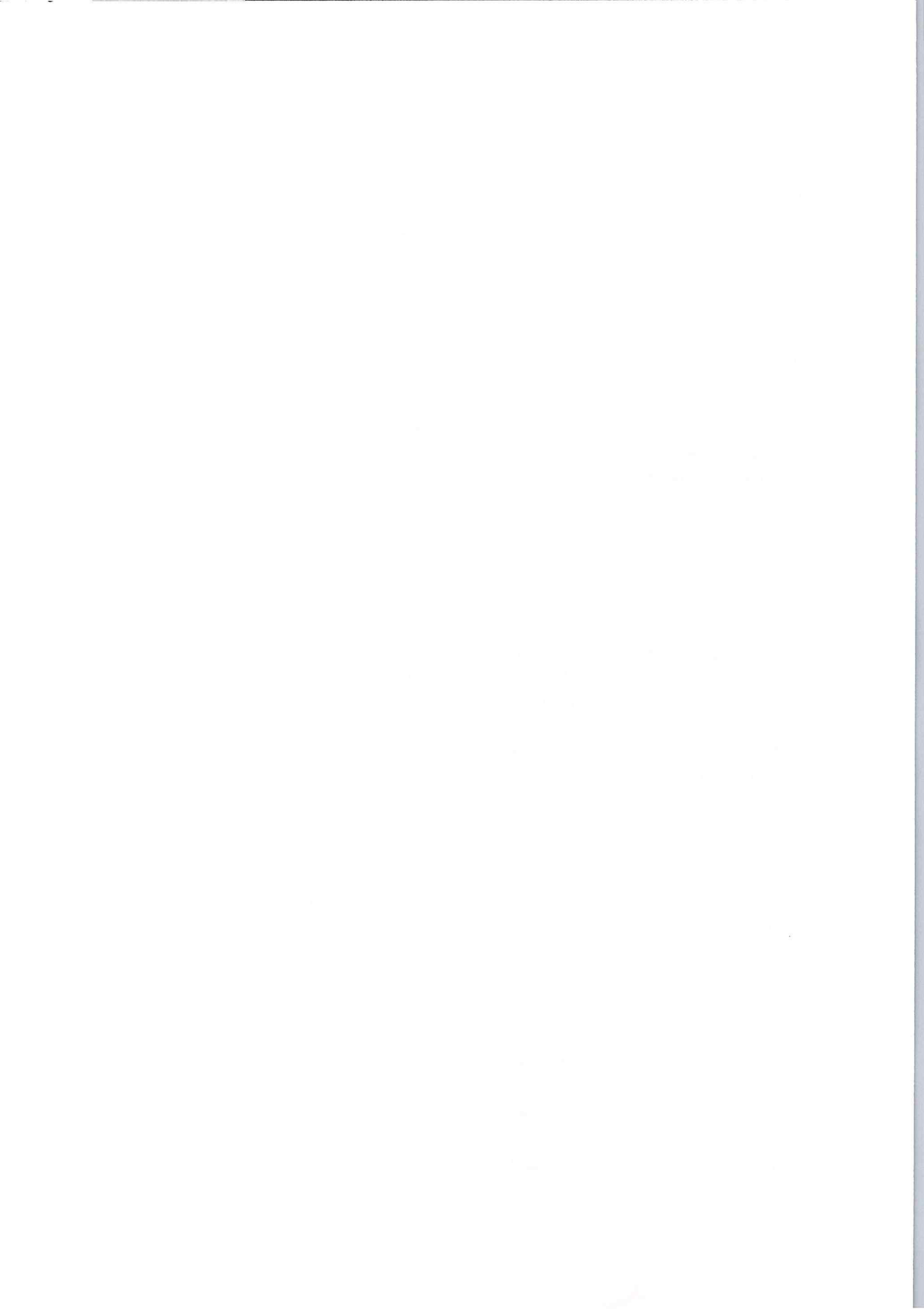
It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers.

- a) In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain these concepts.
- b) Also, explain briefly any three impacts of these concepts on Indian business and industry.

PART-B

4X 12 = 48

2. Discuss external factors which influence business environment [CO1,K2,12M]
3. Analyse the 1991 industrial policy resolution [CO2,K4,12M]
4. Discuss the impact of WTO on Indian Business Environment [CO3,K2,12M]
5. Examine the causes for disequilibrium of balance of payments [CO4,K2,12M]
6. Discuss the salient features of Right to Information Act [CO5,K2,12M]
7. Explain the responsibility of business towards various groups [CO6,K2,12M]





Subject Code: 19MBA1TH06

MBA - I Semester Regular & Supple Examinations, May-2022
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.

PART-A (CASE STUDY)

1 X 12 = 12

1. Find the arithmetic mean and median for the following distribution: [CO1,K3,12M]

| | | | | | |
|-----------|------|-------|-------|-------|-------|
| Class | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 |
| Frequency | 7 | 8 | 20 | 10 | 5 |

PART-B

4X 12 = 48

2. (a) Calculate the coefficient of correlation from the data given below: [CO1,K3,6M]

| | | | | | |
|---|---|---|---|----|----|
| x | 4 | 6 | 8 | 10 | 12 |
| y | 2 | 3 | 4 | 6 | 10 |

- (b) In a bolt factory, machines A, B and C manufacture respectively 25%, 35% and 40% of the total. If their output 5, 4 and 2 percent are defective bolts. A bolt is drawn at random from the product and is found to be defective. What is the probability that it was manufactured by machine B? [CO1,K3,6M]

3. Using Simplex method, Solve the Linear programming problem $Minimize z = x_1 - 3x_2 + 3x_3$,
Subject to

$$3x_1 - x_2 + 2x_3 \leq 7,$$

$$2x_1 + 4x_2 \geq -12,$$

$$-4x_1 + 3x_2 + 8x_3 \leq 10 \quad \text{and} \quad x_1 \geq 0, x_2 \geq 0, x_3 \geq 0. \quad [CO2,K3,12M]$$

4. Solve the following pay off matrix. Determine the optimal strategies and the value of the game

$$A \begin{matrix} & B \\ \begin{bmatrix} 5 & 1 \\ 3 & 4 \end{bmatrix} \end{matrix} \quad [CO3,K3,12M]$$

5. Determine the minimum cost to the following transportation problem using matrix minima method and Vogel's method. [CO3,K3,12M]

| | D1 | D2 | D3 | D4 | Capacity |
|--------|----|----|----|----|----------|
| O1 | 1 | 2 | 1 | 4 | 30 |
| O2 | 3 | 3 | 2 | 1 | 50 |
| O3 | 4 | 2 | 5 | 9 | 20 |
| Demand | 20 | 40 | 30 | 10 | |

6. The cost of a machine is Rs. 6,500 and its scrap value is only Rs. 500 whenever disposed.

The maintenance cost is found to be as under on the basis of experience. [CO4,K3,12M]

| Year | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|------------------|-----|-----|-----|-----|-----|------|------|------|
| Maintenance Cost | 100 | 250 | 400 | 600 | 900 | 1250 | 1800 | 2500 |

When should be the machine replaced to get maximum advantage.

7. Calculate the earliest start, earliest finish, latest start and latest finish of each activity of the project given below and determine the critical path of the project. [CO5,K3,12M]

| Activity | 1-2 | 1-3 | 1-5 | 2-3 | 2-4 | 3-4 | 3-5 | 3-6 | 4-6 | 5-6 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Duration in weeks | 8 | 7 | 12 | 4 | 10 | 3 | 5 | 10 | 7 | 4 |



Subject Code: 19MBA1TH01

MBA - I Semester Regular & Supple Examinations, May-2022
MANAGEMENT THEORY AND ORGANIZATIONAL 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. Chetan Utensils is a very old manufacturing company. Recently it was found by the management that the employees who were working in the organisation were lethargic with limited skills. The management compared its organisation with that of others and found a huge difference. When a proper analysis of job positions and their occupants was done it was found that many of them were not working at places suitable to them. This increased the worry of the management. The organisation had already spent five decades in the industry and was worried about the successful continuation of business which required capable future managers but the current employees were not much capable. The company had recently suffered huge losses. It was running out of budget. To add to its problems the number of employees was more than required so the company had to bear additional cost. It is said that one bad thing leads to another. This came true for the company when there was some negative reporting about its human resource practices in a daily newspaper where it was mentioned that the employees were not satisfied and suffered with low morale. The scene forty years back was different when the company used to be the number one brand in its segment.

Questions:

- (a) Which function of management doesn't seem to be working well for the company in the above case?
- (b) Identify the different benefits, associated with the proper utilisation of this function, the company would have enjoyed if everything had worked in its favour

PART-B

4 X 12 = 48

2. (a) Explain briefly about the various functions of Management. Explain the three levels of management (K2,CO1,6M)
- (b) What is Taylor's scientific management approach? Discuss main features of scientific management.(K2,CO1,6M)
3. (a) Briefly explain the process of MBO. What are the merits & limitations of MBO? How will you overcome the limitations?(K2,CO2,6M)
- (b) Explain the various decision making techniques and the factors influencing it.(K2,CO2,6M)

4. (a) Describe the various bases for departmentation. Do you agree with the view that there is no single one best way of departmentation applicable to all organizations, explain with reasons. (K2,CO3,6M)
- (b) Compare and contrast departmentation by function and product. (K2,CO3,6M)
5. (a) Write the types and principles of coordination. (K1,CO4,6M)
- (b) Effective control requires that the critical areas of control should be clearly identified in advance. Discuss and give the main areas of control. (K2,CO4,6M)
6. (a) List out the key elements and principles of organisational culture. (K1,CO5,6M)
- (b) Compare and contrast systems approach and contingency approach. (K2,CO5,6M)
7. (a) Elucidate integrative and disintegrative functions of conflict. Suggest any three conflict resolution strategies. (K2,CO6,6M)
- (b) Discuss resistance to change in business organisations. How do you overcome resistance to change? (K2,CO6,6M)



Narasaraopeta Engineering College (Autonomous)

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Subject Code: 19MBA1TH03

MBA - I Semester Regular & Supple Examinations, May-2022

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

1. From the Following Trial Balance of M/s Ram & Sons, prepare Trading, Profit and Loss Account for the Year Ending 31st March, 2018 and the Balance Sheet as on that date:

| Particulars | Debit (Rs/-) | Credit (Rs/-) |
|-------------------------|---------------|---------------|
| Purchases | 21,750 | |
| Discount Allowed | 1,300 | |
| Wages | 6,500 | |
| Salaries | 2,000 | |
| Sales | | 35,000 |
| Travelling Expenses | 400 | |
| Commission | 425 | |
| Carriage inward | 275 | |
| Administration Expenses | 105 | |
| Trade Expenses | 600 | |
| Interest | 250 | |
| Buildings | 5,000 | |
| Furniture | 200 | |
| Debtors | 4,250 | |
| Capital | | 13,000 |
| Creditors | | 2,100 |
| Cash | 7,045 | |
| Totals | 50,100 | 50,100 |

Adjustments:

- Stock on 31st March, 2018 was Rs.6,000/-
- Depreciate Buildings by 20%
- Create a Provision for Bad Debts at 10% on Debtors
- Outstanding Wages Rs.475/-.

PART-B

4*12=48

- (a) Define Accounting. Explain the Users of Accounting Information [CO1,K2,6M]
(b) Describe the Objectives of Accounting [CO1,K2,6M]
- Journalise the following transactions and prepare ledger accounts in the books of Vishnu [CO2,K3,12M]

| Date | Transaction | Amount (Rs/-) |
|------------|--|-----------------|
| 01-06-2018 | Commenced Business with Cash and Furniture | 20,000 & 50,000 |
| 05-06-2018 | Made cash purchases of goods | 4,000 |
| 07-06-2018 | Sold goods to Rama Rao | 3,750 |
| 11-06-2018 | Bought goods from Kailash for Cash | 2,000 |
| 15-06-2018 | Paid for Office Stationery | 500 |
| 18-06-2018 | Paid for Wages | 400 |
| 24-06-2018 | Incurred Sundry Expenses | 250 |
| 29-06-2018 | Paid salary for Office Assistant | 150 |

4. (a) What is Profit & Loss Account? Explain the Importance of Profit & Loss Account. [CO3,K2,6M]
 (b) What is Balance Sheet? How do you Classify Assets? [CO3,K1,6M]
5. (a) What is Depreciation? Explain the Causes for Providing Depreciation. [CO4,K2,6M]
 (b) Discuss the Sinking Fund and Revaluation Methods of Depreciation. [CO4,K2,6M]
6. (a) Explain the Objectives of Inventory Valuation [CO5,K2,6M]
 (b) Describe the Accounting Standards relating to Inventory Valuation [CO5,K2,6M]
7. Calculate the Following ratios from the financial statements of XYZ Company (1) Current Ratio, (2) Liquid Ratio, (3) Stock Turnover ratio, (4) Debtors Turnover ratio (%) Creditors Turnover Ratio. [CO6,K3,12M]

| Particulars | Amount (Rs/-) | Particulars | Amount (Rs/-) |
|------------------------------|---------------|-----------------------|---------------|
| Opening stock | 47,000 | Debtors | 42,000 |
| Closing stock | 53,000 | Cash | 10,000 |
| Sales | 2,50,000 | Bank | 8,000 |
| Provision for doubtful debts | 2,000 | Bills Receivable | 15,000 |
| Creditors | 32,000 | Provision for Tax | 15,000 |
| Loose tools | 4,000 | Bills Payable | 29,000 |
| Purchases | 1,80,000 | Marketable Securities | 8,000 |
