R24

MBA I SEM

END EXAMINATION QUESTION PAPERS

REGULAR

DEC. 2025

I MBA I Semester Regular & Supple. Examinations, December-2025 | **R24**

Sub Code: R24MBA101 MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Time: 3 hours (MBA) Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answering the question from Part-A is compulsory (1 x 10M = 10M)

1. Indian Electricals Ltd., Chennai is producing agricultural electric equipments and it recently expanded to manufacturing electric motors for domestic purposes. It required a chief electrical engineer to supervise the operations of the new manufacturing plant. It advertised for the post and received fifteen applications including five of its assistant engineers who are working in the existing plant. After interviewing process, the company has selected Mr. Rajan, one of the existing employees. He joined as chief engineer in the new plant but he is fourth in the seniority list of assistant engineers who are employed in the existing plant. Now the three assistant engineers filed a case against the company stating that the selection of Mr. Rajan is not valid as he does not have seniority among the assistant engineers in the existing plant.
Analyze the issue and suggest whether it is necessary to promote seniors to higher positions with suitable arguments.

PART-B

Answer either 'a' or 'b' from each question of **PART-B** (5 x 12M=60M)

Q.No		Questions	KL	CO	M
		Unit-I			
2	a	i) Identify the functions of management.	K1	1	6M
		ii) Highlight any six principles of management propounded by Henry Fayol.	K1	1	6M
		OR			
	b	i) Define the theory of Management By Objectives (MBO) with an example.	K1	1	6M
		ii) Outline the various steps in planning process.	K1	1	6M
		Unit-II			
3	a	i) Summarize the requirements of an effective control mechanism.	K2	2	6M
		ii) Categorize the various conflicts occurring between line and staff functions.	K2	2	6M
		OR			
	b	i) Compare and contrast between formal and informal organizations.	K2	2	6M
		ii) Summarize the factors affecting delegation process in organizations.	K2	2	6M
		Unit-III			
4	a	i) Examine the nature and scope of organizational behaviour.	K3	3	6M
		ii) Examine briefly how organizational behaviour is linked with other social sciences.	K3	3	6M

		OR			
	b	i) Present the concept of learning and also the various steps in the learning process.	K3	3	6M
		ii) Determine the factors contributing to the formation of personality.	K3	3	6M
5		Unit-IV			
	a	i) Choose any one theory of motivation and explain with a suitable example.	K3	4	6M
		ii) Examine the different challenges faced by the leaders in the globalized era.	K3	4	6M
		OR			
	b	i) Present the diagram of Johari window and explain its each quadrant.	K3	4	6M
		ii) Determine the various stages in the formation of groups.	K3	4	6M
6		Unit-V			
	a	i) Distinguish between functional and dysfunctional conflicts.	K4	5	6M
		ii) Write in detail the steps in negotiation process.	K4	5	6M
		OR			
	b	i) Explain the various types of teams.	K4	5	6M
		ii) Review the sources of resistance to organizational change.	K4	5	6M

KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark

NARASARAOPETA ENGINEERING COLLEGE
(AUTONOMOUS)

I MBA I Semester Regular & Supple. Examinations, December-2025 **R24**

Sub Code: R24MBA102 **MANAGERIAL ECONOMICS**

Time: 3 hours (MBA) Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answering the question from Part-A is compulsory (1 x 10M = 10M)

1. **CASE STUDY**

A retail company, SmartGro, operates in the FMCG (Fast Moving Consumer Goods) sector. They sell a range of established products, such as their flagship "HealthMax" cereal, which has been in the market for over five years. Recently, they decided to diversify their portfolio by introducing a new product, "FitSnack Bars," targeting health-conscious consumers. The company needs to forecast demand for both the established product and the new product to optimize inventory, production, and supply chain planning.

Questions:

1. Identify the most suitable methods of demand forecasting for the established product, "HealthMax"?

2. Create the company approach demand forecasting for the new product, "FitSnack Bars"?

3. Explain the challenges might the company face in forecasting demand for these products, and how can they overcome them?

PART-B

Answer either 'a' or 'b' from each question of **PART-B** (5 x 12M=60M)

Q.No		Questions	KL	CO	M
2		Unit-I			
	a	i) Define managerial economics and explain its nature and scope in modern business decision-making.	2	1	6M
		ii) Analyze the relationship between the opportunity cost principle and the concept of time perspective in decision-making for long-term investments.	2	1	6M
		OR			
	b	i) Evaluate the effectiveness of the equi-marginal concept in real-world business decision-making.	2	1	6M
		ii) Critically assess the role of the theory of the firm in explaining both profit-driven and socially responsible business practices.	2	1	6M
3		Unit-II			
	a	i) Define the concepts of demand and supply in the context of managerial economics and list the determinants of demand with relevant examples.	2	2	6M
		ii)Explain about Elasticity of Demand. Illustrate the types of Elasticity of Demand.	2	2	6M
		OR			
	b	i) Define Demand forecasting. Explain various methods of Demand forecasting.	2	2	6M
		ii) Compare and contrast the effectiveness of trend projection methods and market survey methods in forecasting demand for a new product.	2	2	6M

4		Unit-III			
	a	i) Define cost concept and explain types of cost with an example.	2	3	6M
		ii)Explain the relationship between fixed cost, variable cost, and total cost with an example.	2	3	6M
		OR			
	b	i)Define economies of scale and diseconomies of scale with examples.	2	3	6M
		ii)Using the Cobb-Douglas production function, calculate the marginal rate of technical substitution (MRTS) between two inputs.	2	3	6M
5		Unit-IV			
	a	i)List different methods of pricing used by firms in various market structures.	2	4	6M
		ii) Define Perfect Competition. Explain the price and output determination under perfect market	2	4	6M
		OR			
	b	i) Define imperfect competition market. Illustrate the key features of imperfect competition market.	2	4	6M
		ii)Describe the difference between penetration pricing and skimming pricing, and identify scenarios where each would be applicable.	2	4	6M
6		Unit-V			
	a	i) Define National Income. Explain the difference between Gross National Product (GNP) and Gross Domestic Product (GDP).	2	5	6M
		ii) Define Fiscal Policy and Monetary Policy. List the objectives of Fiscal Policy.	2	5	6M
		OR			
	b	i)Describe the concept of Inflation and illustrate Types, Causes and measurement of inflation	2	5	6M
		ii) Explain the Business cycles. Describe various Policies to counter Business Cycles.	2	5	6M

KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark

NARASARAOPETA ENGINEERING COLLEGE
(AUTONOMOUS)

R24

I MBA I Semester Regular & Supple. Examinations, December-2025

Sub Code: R24MBA104 QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time: 3 hours (MBA) Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answering the question from Part-A is compulsory (1 x 10M = 10M)

1. **CASE STUDY**

The frequencies of localities according to the number of deaths due to cholera during eight years in 1000 localities is as follows:

No. of deaths	0	1	2	3	4	5	6	7
No. of localities	314	355	204	86	29	9	3	0

Fit a suitable distribution to the data and test the goodness of fit.

PART-B

Answer either 'a' or 'b' from each question of **PART-B** (5 x 12M=60M)

Q.No		Questions	KL	CO	M
		Unit-I			
2	a	Explain the Classifications of Quantitative Techniques?	K2	1	12M
		OR			
	b	What are the Applications and limitations of Quantitative Techniques?	K1	1	12M
		Unit-II			
3	a	A population consists of five numbers 2,3,6,8,11. Consider all possible samples of size two which can be drawn with replacement from this population. **Identify** a) the mean of the population b) the standard deviation of the population c) the mean of the sampling distribution of means d) the standard deviation of the sampling distribution of means	K4	2	12M
		OR			
	b	i) A die is tossed thrice. A success is getting 1 or 6 on a toss. Find the mean and variance of the number of successes.	K3	2	6M
		ii) Find 99% confidence limits for the mean of a normality distributed population from which the Following sample was taken 15,17,10,18,16,9,7,11,13,14	K3	5	6M
		Unit-III			
4	a	Explain Procedure for decision tree , Applications & limitations?	K2	3	12M
		OR			
	b	Apply the EMV, EOL ,EVPI for the following data.	K3	3	12M

No.of copies sold	probabilities
10	0.10
11	0.15
12	0.20

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<tr><td rowspan="4">5</td><td colspan="5">Unit-IV</td></tr>
<tr><td rowspan="2">a</td><td>i) In a random sample of 60 workers, the average time taken by them to get to the work is 33.8 minutes with a standard deviation of 6.1 minutes. Inspect can we reject the null hypothesis $\mu=32.6$ minutes in favour of alternative hypothesis $\mu>32.6$ at $\alpha=0.05$ level of significance.</td><td>K4</td><td>4</td><td>6M</td></tr>
<tr><td>ii) A manufacturer claims that only 4% of his products are defective. A random sample of 500 were taken among which 100 were defective. Test the hypothesis at 0.05 level.</td><td>K4</td><td>4</td><td>6M</td></tr>
<tr><td colspan="5">OR</td></tr>
<tr><td></td><td>b</td><td>Explain the hypothesis of testing. Also explain Type-1 and Type-2 errors.</td><td>K3</td><td>4</td><td>12M</td></tr>
<tr><td rowspan="4">6</td><td colspan="5">Unit-V</td></tr>
<tr><td>a</td><td>Explain Analysis of variance? Write its assumptions & classifications? Explain one way Anova with an example?</td><td>K5</td><td>5</td><td>12M</td></tr>
<tr><td colspan="5">OR</td></tr>
<tr><td>b</td><td>1072 college students were classified according to their intelligence & economic condition test whether there is association between intelligence economic condition.<table><tr><td></td><td></td><td>Excellent</td><td>Good</td><td>Medium</td><td>Dull</td><td>Total</td></tr><tr><td rowspan="3">Economic condition</td><td>Good</td><td>48</td><td>199</td><td>181</td><td>82</td><td>510</td></tr><tr><td>Not Good</td><td>81</td><td>185</td><td>190</td><td>106</td><td>562</td></tr><tr><td>Total</td><td>129</td><td>384</td><td>371</td><td>188</td><td>1072</td></tr></table></td><td>K4</td><td>5</td><td>12M</td></tr>
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KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark

NARASARAOPETA ENGINEERING COLLEGE
(AUTONOMOUS)

I MBA I Semester Regular & Supple. Examinations, December-2025

R24

Sub Code: R24MBA105 **ENTREPRENEURSHIP DEVELOPMENT**
Time: 3 hours (MBA) Max. Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Note: Answering the question from Part-A is compulsory (1 x 10M = 10M)

1. **CASE STUDY**

With the growing impact of globalization, Indian entrepreneurs are increasingly recognizing the potential in environmentally sustainable business models. Eco-entrepreneurship, which focuses on addressing ecological concerns through innovative business practices, is rapidly gaining traction in the country. Entrepreneurs are exploring diverse opportunities in areas such as waste management, renewable energy, sustainable agriculture, eco-friendly packaging, and organic products.

Rahul, a young entrepreneur, launched a start-up producing biodegradable packaging materials in response to the increasing demand for sustainable alternatives to plastic. He identified that consumers were gradually shifting towards eco-friendly products and that businesses were under pressure to adopt green practices due to stringent environmental regulations.

Despite this promising landscape, Rahul faced challenges in scaling his business. Limited awareness about eco-friendly solutions among some sections of society and high initial investment costs posed barriers to growth. However, Rahul's determination and vision to contribute to environmental sustainability kept him focused. He leveraged government initiatives, such as subsidies for green projects and tax benefits for eco-friendly businesses. By collaborating with like-minded organizations and using innovative marketing strategies, Rahul was able to expand his market reach and create awareness about his biodegradable products.

Questions:

1. Analyze and explain the business opportunities available for eco-entrepreneurs like Rahul in India.
2. Suggest strategies that can help Rahul and other eco-entrepreneurs overcome challenges and develop sustainable businesses.

PART-B

Answer either 'a' or 'b' from each question of PART-B (5 x 12M=60M)

Q.No		Questions	KL	CO	M
		Unit-I			
2	a	i) Define entrepreneurship and describe the internal and external factors influencing entrepreneurial motivation.	K1	1	6M
		ii) Explain the economic and non-economic barriers to entrepreneurship with examples.	K1	1	6M
		OR			
	b	i) What are the different theories of entrepreneurship? Explain any two in detail.	K1	1	6M
		ii) Discuss the role of entrepreneurial values and attitudes in developing economies like India.	K1	1	6M
		Unit-II			
3	a	i) Describe the financial, structural, and managerial problems faced by entrepreneurs during the start-up phase.	K2	2	6M
		ii) Discuss the institutional support and incentives provided by the government to small-scale industries.	K3	2	6M
		OR			
	b	i) Explain the role of SIDBI in supporting entrepreneurs and managing projects.	K2	2	6M
		ii) Entrepreneurs face various types of uncertainty. Identify these uncertainties and suggest strategies to address them.	K3	2	6M
		Unit-III			
4	a	i) Compare and contrast family entrepreneurs with non-family entrepreneurs. Discuss the challenges faced by family entrepreneurs.	K4	3	6M
		ii) Identify the reasons for industrial sickness and suggest remedies to revive sick industries.	K4	3	6M
		OR			
	b	i) What do you mean by sick industries? Explain the role of BIFR (Board for Industrial and Financial Reconstruction) in reviving such industries.	K2	3	6M
		ii) Discuss how bank syndications help industries overcome financial challenges.	K2	3	6M
		Unit-IV			
5	a	i) Define a project and explain the different phases of the project life cycle.	K2	4	6M
		ii) What is feasibility analysis? Discuss its importance in the project planning process.	K2	4	6M
		OR			
	b	i) Explain the concept of a project family tree and illustrate your answer with an example.	K2	4	6M
		ii) Discuss the key components of a project report and explain why each is important for an enterprise.	K2	4	6M
		Unit-V			
6	a	i) Explain the concept of enterprise development and outline the steps involved in starting a new enterprise.	K3	5	6M
		ii) Entrepreneurs must make critical decisions during the start-up phase. Identify these decisions and explain their significance.	K4	5	6M
		OR			
	b	i) How does market assessment contribute to the success of an enterprise? Provide examples to support your answer.	K3	5	6M
		ii) Explain the procedure for selecting the right type of enterprise for a start-up.	K3	5	6M

KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark

NARASARAOPETA
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I MBA I Semester Regular/Supple. Examinations, Dec-2025

Sub Code: R24MBA106 | BUSINESS ENVIRONMENT | **R24**

Time: 3 hours | (MBA) Max.Marks: 70

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Answering the question from Part-A is compulsory (1x10M=10M)

1. Mr.Ganesh is the branch manager of YX Handicrafts Ltd. The company's objective is to promote the sales of Indian handloom and handicraft products. It sells fabrics, furnishings, ready-mades and household items are made out of traditional Indian fabrics. Mr.Ganesh decides quantities, variety, colour and texture of all the above items and then allocates finance and other resources for their purchase form different suppliers. he appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk. Although the products looked very attractive and impressive, they were relatively expensive on the front of affordability for an average customer. Mr.Ganesh suggested that they should keep the silk bed covers for special festive occasions and offer the cotton bed covers on a regular basis to keep costs under control :

Questions:

a) Mr.Ganesh appoints a team of designers and crafts people in the company, who developed some prints for bed covers in bright colour on silk." Which function of management is highlighted in this context?

b) How can branch manager utilize it strengths to gain its new market share?

PART-B

Answer either 'a' or 'b' from each question of **PART-B** (5 x 12M=60M)

Q.No		Questions	KL	CO	M
		Unit-I			
2	a	Describe the nature and scope of business environment.	K2	1	12M
		OR			

	b	Explain the components of internal and external business environment.	K2	1	12M
3		Unit-II			
	a	Discuss the impact of socio-cultural environment of business.	K4	2	12M
		OR			
	b	List out the major areas of social responsibility of business.	K1	2	12M
4		Unit-III			
	a	Classify different Types of Economic Systems.	K1	3	12M
		OR			
	b	Enumerate the impact of monetary policy and fiscal policy on modern business in India.	K6	3	12M
5		Unit-IV			
	a	Explain various components of political and legal environment of business.	K2	4	12M
		OR			
	b	Discuss the role of Government in business.	K6	4	12M
6		Unit-V			
	a	Elucidate various types of environmental pollution in India.	K1	5	12M
		OR			
	b	Describe various elements of technological environment in India.	K2	5	12M

KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark

NARASARAOPETA ENGINEERING COLLEGE
(AUTONOMOUS)

R24

I MBA I Semester Regular & Supple. Examinations, December-2025

Sub Code: R24MBA109 **INTELLECTUAL PROPERTY RIGHTS AND PATENTS**

Time: 3 hours **Max. Marks: 70**

PART- A

Answering the question from Part-A is compulsory (1x10M=10M)

Eco Tech, a sustainable packaging firm, owns a patent for a biodegradable material. They're approached by a multinational company interested in licensing the patent for global production. Eco Tech is concerned about maintaining control over their invention while maximizing revenue.

Questions for Discussion:

1. What terms should Eco Tech negotiate in the licensing agreement?
2. How can Eco Tech protect its patent from misuse or unauthorized sharing?
3. Should Eco Tech consider an exclusive or non-exclusive licensing model?

PART-B

Answer either 'a' or 'b' from each question of PART-B (5 x 12M=60M)

Q.No		Questions	KL	CO	M
		Unit-I			
2	a	Discuss the nature of Patents	K2	1	12M
		OR			
	b	Explain the significance of trademarks	K2	1	12M
		Unit-II			
3	a	Describe the registration procedure of patents	K4	2	12M
		OR			
	b	Discuss different types of copy rights	K1	2	12M
		Unit-III			
4	a	Explain the penalties that can be levied for offences related to trade marks	K1	3	12M
		OR			
	b	Describe the procedure for registration of trademarks	K6	3	12M

	Unit-IV				
5	a	Explain the legal provisions related to cancellation of registration of design.	K2	4	12M
	OR				
	b	Discuss the procedure for registration of Design	K6	4	12M
	Unit-V				
6	a	Explain the nature of cybercrimes under I.T Act 2000	K1	5	12M
	OR				
	b	Discuss the status of e-Governance under I.T Act 2000	K2	5	12M

KL: Blooms Taxonomy Knowledge Level CO: Course Outcome M: Mark