

St. Joseph's Degree & PG College

Autonomous-Re-Accredited by NAAC with 'A' Grade
King Koti Main Road, Hyderabad – 29

MBA I Year/Semester- I Examinations September – 2017

Internal I

TIME: 1Hr 30Min

DATE: 13/09/2017

SUBJECT: Management & Organizational Behavior

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Define Management and discuss principles of scientific management.
2. Explain various managerial roles.
3. Write a note on MBO and MBE
4. Differentiate between authority, responsibility and accountability.
5. Discuss any four sources of power.

Section B

II. Answer the following questions

3 x 5 = 15

6. a) "Management is art of getting things done by others". Justify the statement through Functions of management.

OR

- b) Explain Principles of Management contributed by classical theorist Henry Fayol

7. a) "Failing to plan is planning to fail". Justify through planning process and types of plans

OR

- b) Explain traditional and contemporary organizational designs.

8. a) Explain the concept and process of controlling.

OR

- b) Explain the following

- i) Span of supervision
- ii) Organizational Politics

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TIME: 1Hr 30Min

DATE: 13/09/2017

SUBJECT: Managerial Economics

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Explain role of Managerial economist in an organization.
2. Factors influencing decision making. Elaborate
3. Explain various factors influencing Demand.
4. Define Managerial Economics.
5. What Is Market Equilibrium?

Section B

II. Answer the following questions

3 x 5 = 15

6. a) Define Micro Economics .Explain the characteristics of Managerial economics.

OR

- b) Managerial Economics provides fundamental concepts for effective decision making
Discuss

7. a) Elaborate the Price Elasticity of Demand.

OR

- b) Explain the Law of Demand.

8. a) Explain the Nature of Demand

OR

- b) Discuss the scope and significance of Managerial Economics.

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TIME: 1Hr 30Min

DATE: 13/09/2017

SUBJECT: Accounting for Business

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Explain the functions of Accounting.
2. "Every transaction in Double Entry Book Keeping must have a double entry." Give the rules of Journalizing with regard to different classes of Accounts.
3. "Accounting information is useful not only to owners but to many others."
4. Profit and Loss Account Vs Balance Sheet
5. Mention the factors affecting depreciation.

Section B

II. Answer the following questions

3 x 5 = 15

6. a) "Without Accounting concepts and conventions objectives, reliable, consistent and comparable accounts cannot be maintained" Comment

OR

- b) Journalize the following in the books of ABC Co.Ltd

2013

January

- 1 – Started business with cash ₹8, 00,000
- 3 - Bought Furniture for ₹ 1,20,000
- 6 – Bought Stationery for ₹ 5,000
- 7 – Purchased goods for cash at ₹ 2,00,000
- 11 – Sold goods worth ₹ 50,000
- 14 – Bought goods from Mundra Bros at ₹ 80,000
- 18 – Paid office cleaning charges ₹1, 500
- 20 – Bought goods from Hari worth ₹ 1,00,000
- 22 – Sold to Sharma and Co goods worth ₹ 60,000
- 25 – Paid to Hari ₹90,000
- 30 – Paid salary amounting to ₹ 50,000
- 31 – Received commission ₹15,000

7. a) From the following Trial Balance of Sri Manoj, Prepare Trading and Profit and Loss account for the year ended 31-12-2005 and Balance Sheet as on that date.

PARTICULARS	DEBIT(₹)	CREDIT(₹)
Capital	-	20,000
Drawings	5,000	-
Machinery	20,000	-
Furniture	5,000	-
Debtor	16,000	-
Creditor	-	35,000
Insurance	3,000	-
Salaries	5,000	-
Land and Building	15,000	-
Stock on 1-1-2005	7,000	-
Purchases	30,000	-
Sales	-	50,000
Discount Received	-	1,000
Rent	2,000	-
Bills Payable	-	5,000
Cash In Hand	5,000	-
Bank Overdraft	-	2,000
Total	1,13,000	1,13,000

Adjustments:

- 1) Closing Stock ₹ 8,000
- 2) Insurance Prepaid ₹ 500
- 3) Rent Outstanding ₹ 1,000
- 4) Reserve for Doubtful Debts at 5% on Debtors
- 5) Depreciate Land and Building at 10%

OR

- b) Differentiate between capital and revenue expenditure.

8. a) Explain the different methods of calculating depreciation along with its merits and demerits.

OR

- b) ABC Ltd. acquires a machine on 1st July, 2006 at a cost of ₹2,80,000 and spent ₹ 20,000 on its installation. The firm writes off depreciation at 10 % of the original cost every year. The books are closed on 31st December every year. Prepare machinery account for first three years.

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Internal I

TIME: 1Hr 30Min

DATE: 14/09/2017

SUBJECT: Marketing Management

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Define the concept of Marketing with appropriate examples?
2. Discuss the requirements of effective Market segmentation?
3. Discuss the factors in the company's Micro environment ?
4. Explain the concept of Managing Marketing effort?
5. Discuss the concept of Marketing Management and Marketing strategy?

Section B

II. Answer the following questions

3 x 5 = 15

6. a) Marketing mix plays a significant role in any market. Discuss

OR

- b) Marketing Philosophies/Concepts are the need of the hour for any marketer .Elaborate.

7. a) Company's macro environment effect marketer to a great extent. Discuss this environment with appropriate examples

OR

- b) Global Marketing removes the barrier to a successful trade for the country's growth and development .Elaborate the concept of Global Marketing

8. a) Market segmentation divides the market appropriately, explain the different ways of segmenting market with examples? .

OR

- b) Marketing process in the market assist the marketer in understanding the market. Elaborate.

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TIME: 1Hr 30Min

DATE: 14/09/2017

SUBJECT: Statistics for Management

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Define statistics and state its features
2. Write a note on negative and Positive Correlation
3. What is Skewness
4. What is Time Series Analysis
5. Write a note on Mean, Median and Mode

Section B

II. Answer the following questions

3 x 5 = 15

6. a) Explain the applications of statistics in Business Management

OR

- b) Calculate the Karl Pearson's co-efficient of skewness for the following

CI	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
F	6	12	22	48	56	32	18	6

7. a) Following Data is given, Apply method of Least Square to find out the trend values

Years	1991	1992	1993	1994	1995	1996	1997	1998
Production	25	28	35	39	42	45	53	55

OR

- b) From the following data calculate Karl Pearson's Correlation

Price	10	20	30	40	50	60	70	80
Demand	100	95	90	85	80	75	70	75

8. a) Calculate Rank Correlation to the following data

X	22	28	31	23	29	31	27	22	31	18
Y	18	25	25	37	31	35	31	29	18	20

OR

- b) In a correlation studies, the following values are obtained: $r=0.5$ Find the two regression equations

	X	Y
Mean	12	15
S.D.	2	3

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TIME: 1Hr 30Min

SUBJECT: Business Law

DATE: 15/09/2017

MAX. MARKS: 30

Section A

I. Answer All the Questions

5 x 3 = 15

1. Define Acceptance with an appropriate example.
2. Explain the statement - Illegal agreements and Void agreements are the same .
3. Is threat to commit suicide considered as Coercion –Quote a case.
4. What are the essential features of Contract of Indemnity?
5. Define Guarantee. Bring out an example for the special contract of Guarantee?

Section B

II. Answer the following questions

3 x 5 = 15

6. a) Explain the essential elements of a Valid Contract with appropriate examples.

OR

- b) Bring out the legal rules as to Offer while quoting a case wherever necessary.

7. a) Fraud without damage or damage without fraud does not give rise to an action on the deceit –Discuss in detail.

OR

- b) What do you understand by capacity to contract? Examine the position of agreements made by a minor .

8. a) Bring out the differences between Indemnity and Guarantee

OR

- b) Define "Bailment" and Explain the requisites of a contract of Bailment?

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Internal I

TIME: 1Hr

DATE: 15/09/2017

SUBJECT: IT Applications for Managers

MAX. MARKS: 20

Section A

I. Answer All the Questions

5 x 1 = 05

1. Define CBIS.
2. What is Data Communication
3. What is an Information System
4. Write a note on System Software
5. What is Wireless Networking

Section B

II. Answer the following questions

3 x 5 = 15

6. a) Describe the categories of Information System
OR
b) What is the need for Information System in Today's Business?
7. a) Define Networking Device and its Types
OR
b) What is Computer Network and Types of Computer Network?
8. a) Describe various Network Topologies
OR
b) Write the pros and cons of Internet & Intranet
