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 October – 2017
Internal II

TIME: 1Hr 30Min   **DATE: 31/10/2017**

SUBJECT: Management & Organizational Behavior   **MAX. MARKS: 30**

Section A

I.   **Answer All the Questions**   5 x 3 = 15

1. Explain Organizational relevant Personality types.

2. Discuss Equity Theory of motivation.

3. Discuss briefly the Perception Process

4. Explain path goal Theory of Leadership

5. Explain various types of Groups

Section B

II. **Answer the following questions**   3 x 5 = 15

6 . a)   Explain various Personality Structures.
                        OR
   b)   Explain the nature and levels of Organisational Behaviour

7. a)   Explain content Theories of Motivation
                        OR
   b)   Discuss the stages of group Development.

8. a)   Explain the process and barriers of Communication.
                        OR
   b)   Leadership styles are based on concern for Production and concern for people. Explain

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MBA I Year/Semester- I Examinations October – 2017
Internal II

TIME: 1Hr 30Min   **DATE: 31/10/2017**

SUBJECT: Managerial Economics   **MAX. MARKS: 30**

Section A

I.   **Answer All the Questions**   5 x 3 = 15

    1. Explain Returns to scope.

    2. Oligopoly market. Elaborate

    3. Explain Explicit cost and Implicit cost.

    4. Explain CVP analysis.

    5. Duopoly market competition .Explain

Section B

II. **Answer the following questions**   3 x 5 = 15

    6. a) Explain the economies and diseconomies of scale.
OR
    b) Discuss production function with one variable proportion.

    7. a) Write about perfect competition, features of perfect competition. How do firms derive
        their equilibrium in short run in perfect competition.
OR
    b) Discuss the features of Monopoly market competition. How does a firm achieve
        equilibrium in short run.

    8. a) Write about production function with two variables. Discuss Iso-quant curve ,types of
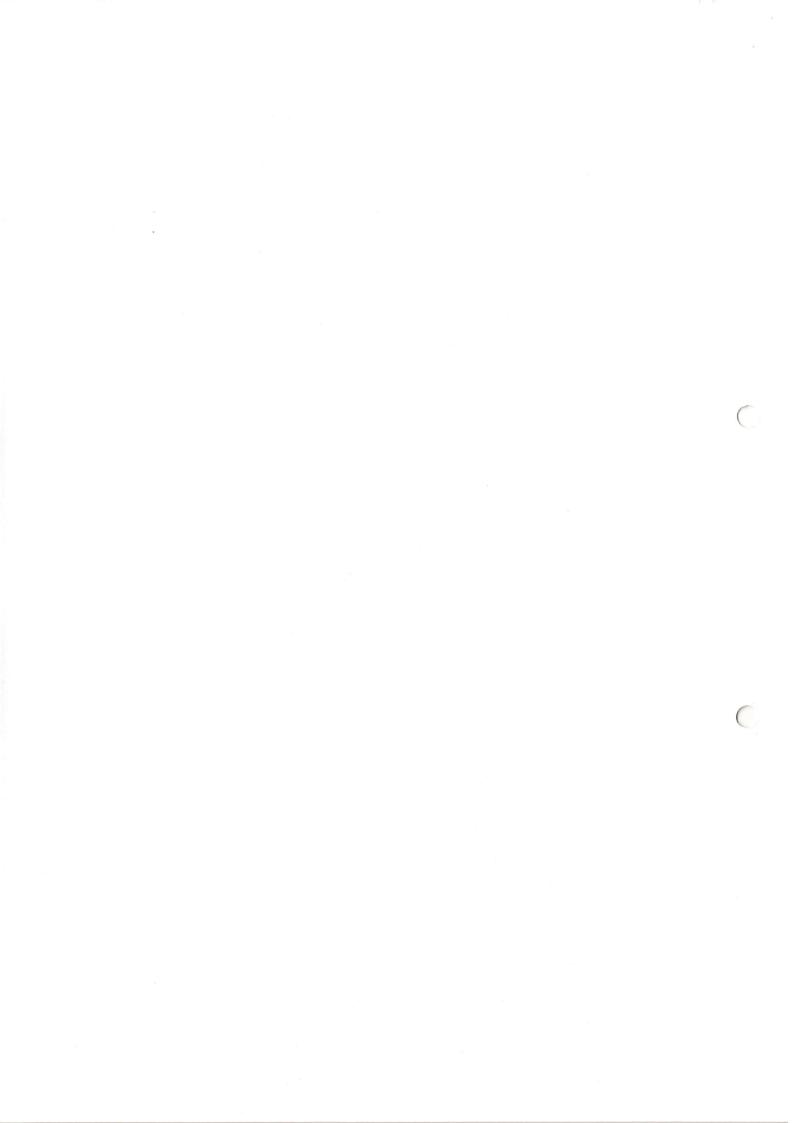   Iso-quant and properties if Iso-quant?
OR
    b) Discuss price discrimination under monopoly.

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Internal II

TIME: 1Hr   **DATE: 31/10/2017**

SUBJECT: IT Applications for Managers   **MAX. MARKS: 20**

Section A

I. **Answer All the Questions**   5 x 1 = 05

1. What is Prototyping?
2. Write about Application Service Providers
3. What is Normalization?
4. What are various types of feasibility studies?
5. Define Cloud Computing.

Section B

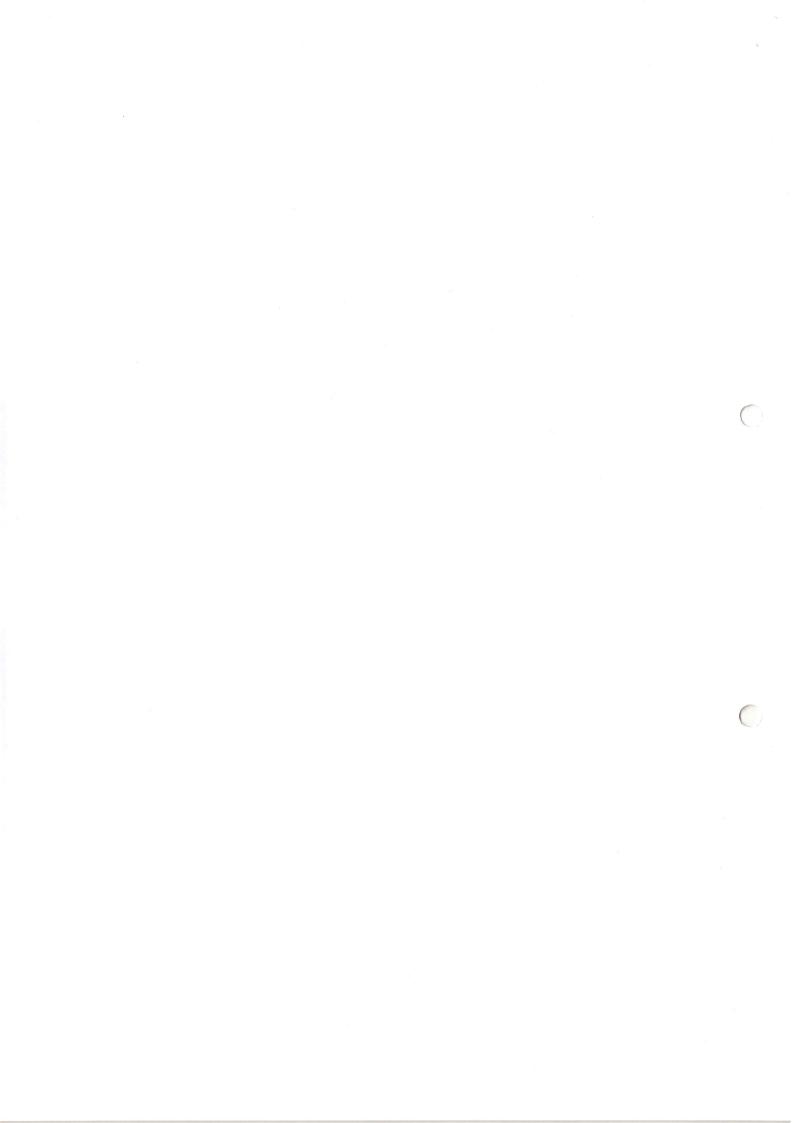II. **Answer the following questions**   3 x 5 = 15

6. a) What is System Development? Explain the Alternative methods of system development

    OR

    b) Explain briefly the various stages of SDLC.

7. a) Define DBMS? Explain Advantages & Dis advantages of DBMS.

    OR

    b) What is Data Base its components and types of Data Base.

8. a) Define IOS and explain its types.

    OR

    b) Define M Commerce Services and its Applications.

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MBA I Year/Semester- I Examinations October – 2017
Internal II

TIME: 1Hr 30Min   **DATE: 01/11/2017**

SUBJECT: Marketing Management   **MAX. MARKS: 30**

Section A

I.   Answer All the Questions   **5 x 3 = 15**

1. Discuss the concept of Branding with examples   ?

2. Discuss the concept of Product life cycle with examples?

3. Explain the concept of Promotion Mix with examples?

4. Explain any two Pricing strategy which helps a marketer in retaining its valuable customers ?

5. Discuss the concept of Packaging with examples?

Section B

II. Answer the following questions   **3 x 5 = 15**

6.   a) Explain the major decisions involved in Product which a marketer adopts for the successful marketing?

<div align="center">OR</div>

b) "Differentiation and Product positioning strategies develops a market for the marketer". Explain the concept with different related strategies?

7.   a) Discuss the concept and stages of New Product Development?

<div align="center">OR</div>

b) Different types of Targeting assist a marketer in increasing the company's sale". Discuss with the types of Targeting.

8.   a) "Different type of Retailers constitutes a market". Discuss

<div align="center">OR</div>

b)."Wholesalers assist the marketer in encouraging sales".Elabrote with different types of Wholesalers

<div align="center">*********</div>

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MBA I Year/Semester- I Examinations October – 2017

Internal II

TIME: 1Hr 30Min

DATE: 01/11/2017

SUBJECT: Accounting for Business

MAX. MARKS: 30

Section A

I. **Answer All the Questions**   5 x 3 = 15

1. Why is common size statement known as 100 % statement? Substantiate.
2. Explain why ratio analysis is considered better than a mere comparison of figures in carrying out an overall appraisal of a company's business.
3. What do you mean by analysis of Financial Statement ? Explain its significance to various interested parties.
4. How is Funds Flow Statement different from Income Statement.
5. Explain the usefulness of funds flow statement.

Section B

II. **Answer the following questions**   3 x 5 = 15

6. a) What is ratio analysis ? Explain its merits and demerits.

OR

   b) Given below is the Balance Sheet of SK Ltd for the years 2011 & 2012. Prepare Common Size Balance Sheet and interpret it.

Particulars	2011(₹)	2012(₹)
Land & Building	35,000	35,000
Plant & Machinery	2,50,000	2,25,000
Furniture	5,000	3,000
Investment	10,000	15,000
Inventories	25,000	32,000
Bills Receivable	17,000	20,000
Debtors	6,000	4,200
Bank Balance	2,200	1,180
	3,50,200	**3,35,380**
Equity Share Capital	150,000	1,50,000
General Reserve	85,000	55,000
Debentures	50,000	75,000
Creditors	35,200	40,000
Bills Payable	12,000	13,000
Outstanding Expenses	18,000	2,380
	3,50,200	**3,35,380**

7. a) Following is the P & L a/c and Balance Sheet of XYZ Ltd

P& La/c

Particulars	Amount (₹)	Particulars	Amount(₹)
To Opening Stock	1,50,000	By Net Sales	10,00,000
To Purchases	3,00,000	By Closing Stock	2,50,000
To Direct Wages	2,00,000	By Profit on Sale of Shares	50,000
To Manufacturing Expenses	1,00,000		
To Administrative Expenses	50,000		
To Selling and Distribution Expenses	50,000		
To Loss on Sale of Plant	55,000		
To Interest on Debentures	10,000		
To N.P	3,85,000		
	13,00,000		13,00,000

Balance Sheet

Liabilities	Amount(₹)	Assets	Amount (₹)
Equity Share Capital	1,00,000	Fixed Assets	2,50,000
Preference Share Capital	1,00,000	Stock	2,50,000
Reserves	1,00,000	Sundry Debtors	1,00,000
Debentures	2,00,000	Bank	50,000
Sundry Creditors	1,00,000		
Bills Payable	50,000		
	6,50,000		6,50,000

Calculate:

1) Gross Profit Ratio 2) Current Ratio 3) Stock Turnover Ratio 4) Quick Ratio

OR

b) Define financial statement analysis. Discuss in detail the stages and methods of financial statement analysis.

8. a).Prepare Statement of Changes in Working Capital from the information given below:

LIABILITES	2007 (₹)	2008(₹)	ASSETS	2007(₹)	2008(₹)
Equity Share Capital	3,00,000	4,00,000	Goodwill	1,00,000	85,000
2% Redeemable Debentures	1,50,000	1,00,000	Plant	1,25,000	1,40,000
General Reserve	40,000	50,000	Buildings	2,24,000	2,06,000
P & L Account	30,000	48,000	Long Term Investments	25,000	35,000
Sundry Creditors	24,000	30,000	Stock	40,000	65,000
Outstanding Expenses	5,000	3,000	Debtors	20,000	30,000
			Preliminary Expenses	5,000	3,000
			Cash	10,000	67,000
	5,49,000	6,31,000		5,49,000	6.31.000

OR

b) Differentiate between Funds Flow Statement and Cash Flow Statement.

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TIME: 1Hr 30Min

DATE: 02/11/2017

SUBJECT: Statistics for Management

MAX. MARKS: 30

Section A

I. **Answer All the Questions**   5 x 3 = 15
1. Write a note on additive theorem of probability
2. Write the procedure of testing hypothesis
3. What are the properties of Binomial Distribution?
4. A manufacturer of pins know on an average 5% of his product is defective, he sells pins in a boxes of 100 and guaranteed that not more than 4 pins will be defective. What is the probability that a box meet that guaranteed quality?
5. Mention the reasons for sampling

Section B

II. Answer the following questions   3 x 5 = 15

6. a) Define Sampling. Explain different Methods of sampling with example

OR

b) A sample of 400 boys is found to have a mean height of 67.47". Can it reasonably regarded as a sample from a large population with mean height 67.39" and standard deviation 1.30"? (Test at 5% significance level).

7. a) The service time of a critical component used in a system is known to follow a normal distribution with a Mean of 14500 hrs and a S.D of 2100 hrs. Estimate the probability that the component has a service time of
      i. Below 13500 hrs
     ii. Between 12500 hrs & 15000 hrs
    iii. More than 15500 hr &
    iv. Below 16000 hrs

OR

b) . Fit the binomial distribution to the following :

X	0	1	2	3	4
F	28	62	46	10	4

8 a) Fit a Poisson distribution:

X	0	1	2	3	4
F	122	60	15	2	1

OR

b) In order to determine whether two differently priced bands of flash light batteries are equally effective, a consumer testing bureau tested 45 batteries of each brand for length of life. The results are given in the table below.

	Brand-I	Brand-II
Mean	165 Hours	177 Hours
S.D	15 Hours	19 Hours

Determine whether there is a difference between the effectiveness of two brands of batteries (α=0.01).

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TIME: 1Hr 30Min   **DATE: 02/11/2017**
SUBJECT: Business Law   **MAX. MARKS: 30**

Section A

I.   Answer All the Questions   5 x 3 = 15

1. What are the essentials of contract of sale?

2. Bring out the characteristics of a company.

3. State the different types of agents with suitable examples.

4. Bring out   the contents of MOA.

5. Explain the concept of contract of warranty with an example.

Section B

II. Answer the following questions   3 x 5 = 15

6. a) Explain in detail the provisions relating to Implied Conditions with suitable examples.
                                   OR
   b) Distinguish between Sale and Agreement to sell with appropriate   examples.

7. a) Bring out the differences between Conditions and Warranties-Give cases wherever necessary.
                                   OR
   b) Explain in detail   the classification of a company with suitable examples.

8. a) Distinguish between Memorandum of Association and Articles of Association.
                                   OR
   b) Bring out the process of creation of Contract of Agency highlighting the cases wherever
      necessary

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