

**St. Joseph's Degree & PG College**

Autonomous – Affiliated to Osmania University

Re- Accredited by NAAC with 'A' Grade

Extended Campus, Caprotti Hall Building,

Gunfoundry, Abids, Hyderabad —500001.

**MBA I Year External Examinations Nov/Dec' 2018****Semester – I****Subject: STATISTICS FOR MANAGEMENT****TIME: 3 Hrs****MAX MARKS: 60****DATE: 28/11/2018****SECTION - A****I. Answer all Questions****(5x12=60 Marks)**

1. A. The following table gives the distribution of monthly wages at 500 workers in a factory

Monthly Wages (Rs. Hundred)	No of Workers
15 - 20	10
20 - 25	25
25 - 30	145
30 - 35	220
35 - 40	70
40 - 45	30

Compute Karl Pearson's and Bowley's coefficient of skewness. Interpret your answer.

**(OR)**

- B. i) Explain 6 applications of Statistics?

ii) Explain the concept of Kurtosis?

2. A. In a market survey it is observed that 30% of the consumers prefer Colgate tooth paste. When a sample of 10 customers is chosen at random what is the probability that
- At least 3 customers prefer the product
  - At most 3 customers prefer the product
  - Expected number of customers preferring the product
  - The standard deviation of the number of customers preferring the product

**(OR)**

- B. i) 10,000 light bulbs with a mean life of 120 days are installed in a new factory. Their length of life is normally distributed with a standard deviation of 20 days. How many bulbs will expire in less than 90 days?

- ii) In a town 10 accidents took place in a span of 50 days. Assuming that the number of accidents per day follows the Poisson distribution, find the probability that there will be three or more accidents in a day? ✓

3. A. In a sample of 1000, the mean is 17.5 and the standard deviation is 2.5. In another sample of 800, the mean is 18 and the standard deviation is 2.7. Assuming that the samples are independent. Test whether the two populations have the same standard deviation.

**(OR)**

B. i) An educator claims that the average IQ of American college students is at most 110 and that in a study made to test this claim 150 American college students selected at random had an average IQ of 111.2 with standard deviation of 7.2. Use 1% level of significance to test the claim of the educator.

ii) A random sample of 400 items gives the mean 4.45 and the variance as 4. Can the sample be regarded as drawn from the population with mean 4?

4. A. Ten students were given intensive coaching and five tests were conducted in a month.

The scores of test one and five are given below. Do the scores from test one to five show an improvement

S. No	:	1	2	3	4	5	6	7	8	9	10
Ist test	:	52	42	51	26	35	52	60	41	70	63
5 th test	:	42	40	55	35	30	52	68	51	84	55

(OR)

B. i) Four salesmen were posted in different areas by a company. The number of units of commodity sold by them are as follows.

	I	II	III	IV
W	20	23	28	29
X	25	32	30	21
Y	23	28	35	18
Z	15	21	19	25

Can it be concluded that there is a significant difference in the performance of four salesmen?

ii) The number of Scooter accidents per month in a certain town was as follows:

12, 8, 20, 2, 14, 10, 15, 6, 9, 4

Use chi-square test to determine if these frequencies are in agreement with the belief that accident conditions were the same during 10 month period.

5. A. Calculate the correlation coefficient for the following

X :	3	4	5	8	7	9	6	2	1
Y :	5	3	4	7	8	7	6	9	2

(OR)

B. i) Find Rank correlation between X and Y

X :	70	65	71	62	58	69	78	64
Y :	91	76	65	83	90	64	55	48

ii) Given that means of X and Y are 65 and 67. Their standard deviations are 2.5 and 3.5 respectively and correlation coefficient between them is 0.8

a) Find two regression equations

b) Estimate X, when Y = 70

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Paper Code: MBA/MOB/S1/ND18

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**MBA I Year External Examinations Nov/Dec' 2018**

**Semester – I**

**Subject: MANAGEMENT & ORGANIZATIONAL BEHAVIOR**

**MAX MARKS: 60**

**DATE: 26/11/2018**

**TIME: 3 Hrs**

**SECTION - A**

**(5x12=60 Marks)**

**I. Answer all Questions**

1. A. "Anything well planned is half done." Justify the statement by elaborating on various types of plans.

OR

- B. i) Elaborate on Henry Fayol's contribution to Management.  
ii) Who conducted Hawthorne Experiments? Discuss any two experiments.

2. A. Elaborate on organizational design throwing light upon traditional and contemporary organizational structures.

OR

- B. i) Define Authority. Write about the sources and types of Authority.  
ii) Explain the factors determining Span of Supervision.

3. A. Explain the importance of employee motivation describing any two Content theories and two Process theories of motivation.

OR

- B. i) Explain Big 5 model of Personality  
ii) Discuss any two theories of learning.

4. A. Leadership is the most vital part of management process. Elaborate by explaining any three theories of leadership.

OR

- B. i) Elaborate on the process of Communication in organizations.  
ii) "Groups create Synergy" Write about various types and functions of groups.

5. A. Explain the meaning and characteristics of Organizational Culture. Also discuss the factors that shape the culture of an organization.

OR

- B. i) Discuss Pondy's model of Organizational Conflict.  
ii) Elaborate on the major challenges of Change Management.

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**MBA I Year External Examinations Oct/Nov' 2018**

**Semester – I**

**Subject: INDIAN ETHOS AND BUSINESS ETHICS**

**TIME: 2 Hrs**

**MAX MARKS: 30**

**DATE: 22/11/2018**

**Part A**

**I. Answer any Four Questions out of 6 questions.**

**(4x2 ½ =10 Marks)**

1. Role of Indian Ethos in Managerial Practices.
2. Ethics v/s Ethos.
3. Importance of Yoga in Stress Management.
4. Absolution verses Relativism.
5. Ethical Culture in Organization.
6. Value based Leadership.

**Part-B**

**II. Answer any TWO out of 4 questions.**

**(2x10=20 Marks)**

7. Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra.
8. What according to you are the Good Qualities of a Manager Based on Indian Ethos and Business Ethics.
9. Ethical Principles in Business & ethical decision making.
10. What is Business Ethics? Compare the Ethical Culture of Traditional Manager with that of Modern Manager?

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1. The first part of the report

describes the general situation

and the results of the survey

conducted in the field

and the results of the survey

conducted in the field

and the results of the survey

conducted in the field

2. The second part of the report

describes the general situation

and the results of the survey

conducted in the field

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**MBA I Year External Examinations Nov/Dec' 2018**

**Semester – I**

**Subject: MANAGERIAL ECONOMICS**

**MAX MARKS: 60**

**DATE: 05/12/2018**

**TIME: 3 Hrs**

**SECTION - A**

**I. Answer all Questions**

**(5x12=60 Marks)**

1. A. Explain the principle of "Equi-marginalism".

Or

B. i. Explain why discounting principle is a special application of opportunity cost reasoning.

ii. Define risk and Explain different - types of Risk.

2. A. Differentiate between company demand and industry demand.

Or

B. i. Explain demand function.

ii. Explain elasticity of demand

3. A. Distinguish between fixed and variable cost.

Or

B. i. Do firms operate at optimal scale? Explain.

ii. What do you mean by returns to scale?

4. A. "Monopoly price need not necessarily be high". Do you agree?

Or

B. i. Is Perfect competition a possible market situation in any of the economies in the world? Give reasons.

ii. Give an application of price bundling.

5. A. What is the need for government regulation in pricing?

Or

B. i. What are price controls?

ii. What is the system of dual pricing?

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**MBA I Year External Examinations Nov/Dec' 2018**

**Semester – I**

**Subject: BUSINESS LAW**

**MAX MARKS: 60**

**DATE: 08/12/2018**

**TIME: 3 Hrs**

**SECTION - A**

**I. Answer all Questions**

**(5x12=60 Marks)**

1. A. Define Consideration. Explain the legal rules relating to consideration.

OR

- B. i. "All contracts are agreements but all agreements are not contracts." Explain.  
ii. What do you mean by 'Undue Influence'? How does it differ from coercion?

2. A. Explain various types of Guarantee? Distinguish between Contract of Indemnity and Contract of Guarantee.

OR

- B. i. What are the rights and duties of an Agent?  
ii. Discuss how contract of Bailment be terminated.

3. A. Discuss the essentials of a contract of sale. Define Goods? Explain the rules as to delivery goods?

OR

- B. i. Describe the various types of Negotiable instruments.  
ii. State the Doctrine of Caveat Emptor and exceptions to it.

4. A. Define a Company? What are the various types of Companies?

OR

- B. i. Explain the contents of Prospectus of a company.  
ii. Explain the Qualifications and powers of Directors of the company.

5. A. Discuss the three tier system of Dispute redressal under Consumer Protection Act.

OR

- B. i. What are the Unfair and Restrictive Trade Practices under the Consumer Protection Act?  
ii. Explain the concepts of Arbitration and Conciliation.

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**MBA I Year External Examinations Nov/Dec' 2018**

**Semester – I**

**Subject: IT APPLICATIONS FOR MANAGERS**

**TIME: 2 Hrs**

**MAX MARKS: 30**

**DATE: 10/12/2018**

**Part A**

**I. Answer any FOUR Questions out of 6 questions**

**(4x2 ½ =10 Marks)**

1. Explain the need for Information Systems.
2. Define the term Database? Explain its merits and demerits.
3. Write a note on need for Computer Security.
4. What are the various applications of Advanced MS- Excel?
5. Explain the process of entering and editing data in MS- Access.
6. What are the steps involved in creating Labels in MS- Access.

**Part-B**

**II. Answer any TWO out of 4 questions.**

**(2x10=20 Marks)**

7. Describe briefly about various business categories of Information Systems.
8. Explain Electronic Data Interchange (EDI) in detail.
9. Describe the various Financial functions in Advanced MS- Excel.
10. Describe briefly the various steps involved in data analysis by using PIVOT Table and Scenarios.

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**MBA I Year External Examinations Nov/Dec' 2018****Semester – I****Subject: ACCOUNTING FOR BUSINESS****MAX MARKS: 60****DATE: 30/11/2018****TIME: 3 Hrs****SECTION - A****I. Answer all Questions****(5x12=60 Marks)**

1. A. Explain the significance of accounting information in managerial decisions of a business.

**OR**

- B. i. Explain the nature and scope of accounting science.

- ii. What is Accounting Cycle? Explain the process of accounting cycle.

2. A. The following is the trial balance of XYZ Co. for the year ending 31-03-2018. Prepare Final Accounts.

Debit Balances	Amount	Credit balance	Amount
Buildings	60000	Capital	200000
Drawings	6000	Sales	202000
Purchases	150000	Return Outwards	2000
Opening Stock	48000	12% Bank Loan	30000
Returns Inwards	2000	Creditors	20000
Salaries	30000	Commission	13000
Wages	4000		
Motor Van	80000		
Furniture and Fittins	15000		
Interest on Bank Loans	1800		
Freight on Purchases	2000		
Insurance	2000		
Debtors	50000		
Cash in Hand	6200		
Cash at Bank	10000		
	467000		467000

Adjustments: (i) Closing Stock was valued at Rs.54000

(ii) Salaries outstanding Rs.2000

(iii) Depreciate building at 5% and Furniture at 10% p.a.

(iv) Commission earned but not received Rs.200

**OR**

- B. i. Distinguish between capital and revenue expenditure.

- ii. What is depreciation? Explain the factors affecting depreciation.



3. A. The following data was taken from the records of a firm.

	Rs.		Rs.
Cash	2,25,000	Debtors	1,12,000
Inventory	2,12,000	Pre paid Expenses	12,000
Creditors	2,12,000	Bills Payable	33,000
Sales	3,53,000	Purchases	1,34,000
Purchase Returns	2,750		

On the basis of the data, compute the following ratios:

- (a) Working Capital Turnover Ratio (b) Acid Test ratio (c) Inventory Turnover ratio  
(d) Creditors Turnover Ratio (e) Average Collection Period

OR

B. i. Discuss the computation and significance of the following financial ratios:

Current Ratio, Quick Ratio and Debt-Equity Ratio

ii. Explain the significance and need for Comparative Statement analysis.

4. A. Following are the summarized balance sheets of X Ltd. as on 31-03-2015 and 2016.

Liabilities	2015(Rs.)	2016(Rs.)	Assets	2015(Rs.)	2016(Rs.)
Share Capital	2,00,000	2,50,000	Land & Buildings	2,00,000	1,90,000
General Reserve	50,000	60,000	Plant & machinery	1,50,000	1,69,000
Profit and Loss Account	30,500	30,600	Stock	1,00,000	74,000
Bank Loan	70,000	-	Goodwill	-	5,000
Sundry Creditors	1,50,000	1,35,200	Cash	500	600
Provision for Taxation	30,000	35,000	Bank	-	8,000
			Sundry Debtors	80,000	64,200
	5,30,500	5,10,800		5,30,500	5,10,800

Additional Information:

- (i) Dividends declared and paid during the year 2016 were Rs.23,000.  
(ii) Depreciation written off: Building Rs.10,000 Plant & Machinery Rs.14,000  
(iii) Income Tax paid Rs.28, 000 and Provision of Rs. 33,000 was charged to P&L Account.  
Prepare Funds Flow Statement.

OR

B. i. What is cash flow statement? How is it prepared?

ii. Explain the advantages and limitations of cash flow analysis.

5. A. Discuss the significance of IFRS and GAAP in global accounting environment.

OR

B. i. Explain the concept of Human Resource Accounting and show its importance.

ii. Explain Human Resource Group Value.

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**MBA I Year External Examinations Nov/Dec' 2018**

**Semester – I**

**Subject: MARKETING MANAGEMENT**

**MAX MARKS: 60**

**DATE: 03/12/2018**

**TIME: 3 Hrs**

**SECTION - A**

**I. Answer all Questions**

**(5x12=60 Marks)**

1. a) Define the concept of marketing and explain the various tasks and philosophies of marketing.

OR

- b) i) What is marketing environment? Explain the various factors affecting marketing environment.

ii) Explain marketing department interface with other functional areas.

- 2 a) What do you mean by market segmentation? Discuss the bases for segmenting consumer and industrial markets.

OR

- b) i) Explain the concept of targeting and also the various target marketing approaches.

ii) What is positioning? Explain the strategies of positioning?

- 3 a) Explain the stages involved in New Product Development. What factors contribute to the success and failure of a new product?

OR

- b) i) Explain the different pricing strategies.

ii) Define Advertising and bring out the different appeals of Advertising.

- 4 a) Discuss the channel marketing systems available for distribution. Differentiate between VMS and HMS and bring out the advantages of each marketing system.

OR

- b) i) Who are wholesalers? Explain the different types of wholesalers.

ii) Explain the types of Retailers and Retailer marketing Decisions.

- 5 a) What do you understand by consumer behavior? Explain the 7 O's structure of consumer behavior and discuss the stages of consumer adoption process.

OR

- b) i) What do you mean by Industrial Markets? Explain the factors that influence Industrial Buying behaviour.

ii) What is marketing audit? Explain the different types of marketing audit?

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