

# ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT

## MBA I Year I Semester Internal – I Examination, March 2021 ACCOUNTING FOR BUSINESS

Programme:	MBA	Date:	26-03-2021
Subject Code/Course Code:	MBA 2020-103	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Accounting For Business	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	“Accounting Information is useful not only to owners but to many others”. Explain.	3	BL2
2	What is Accounting Equation? Explain with suitable example.	3	BL2
3	Define Journal and Ledger.	3	BL1
4	Compare between Capital and Revenue Expenditure.	3	BL2
5	List out the objectives of providing Depreciation.	3	BL1

### SECTION –B

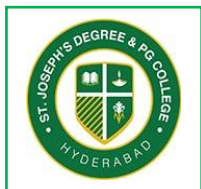
Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Explain the Accounting Concepts and Conventions.	5	BL2																																										
	<p style="text-align: center;"><b>OR</b></p> <p>Applying the rules of Double Entry System of Book Keeping Journalize the following transactions in the books of V and S Co. for the year ended January 2021</p> <p>January 1 – Started business with cash ₹ 80,000</p> <p>January 3 – Goods purchased for cash ₹ 30,000</p> <p>January 5 – Goods Purchased from A ₹ 5,000</p> <p>January 7 – Goods sold for Cash ₹ 10,000</p> <p>January 10 – Goods sold to P for ₹ 30,000</p> <p>January 12 – Cash Paid to A ₹ 3,000</p> <p>January 15 – Cash Received from P ₹ 10,000</p> <p>January 21 – Paid for Wages ₹ 1,500</p> <p>January 25 – Purchased Furniture from Sunil for Cash ₹ 5,000</p> <p>January 28 – Paid Rent ₹ 5,000</p> <p>January 31 – Paid for Salaries ₹ 2,000</p>		BL3																																										
7. a.	Distinguish between the Straight Line and Diminishing Balance method of Depreciation.	5	BL4																																										
	<p style="text-align: center;"><b>OR</b></p> <p>Make use of the following information given in the Trial Balance of Raman Traders as on 31<sup>st</sup> December, 2017. Prepare Trading, Profit &amp; Loss Account and Balance Sheet.</p> <table border="1"> <thead> <tr> <th>Particulars</th><th>Amount (₹)</th><th>Particulars</th><th>Amount (₹)</th></tr> </thead> <tbody> <tr> <td>Cash in Hand</td><td>1,500</td><td>Sales</td><td>2,50,000</td></tr> <tr> <td>Cash at Bank</td><td>3,000</td><td>Return Inwards</td><td>2,000</td></tr> <tr> <td>Purchases</td><td>1,10,000</td><td>Capital</td><td>56,000</td></tr> <tr> <td>Return outwards</td><td>1,500</td><td>Creditors</td><td>30,000</td></tr> <tr> <td>Wages</td><td>20,000</td><td></td><td></td></tr> <tr> <td>Power &amp; Fuel</td><td>8,000</td><td></td><td></td></tr> <tr> <td>Carriage Outwards</td><td>6,000</td><td></td><td></td></tr> <tr> <td>Carriage Inwards</td><td>5,000</td><td></td><td></td></tr> <tr> <td>Opening Stock</td><td>6,000</td><td></td><td></td></tr> <tr> <td>Land</td><td>10,000</td><td></td><td></td></tr> </tbody> </table>		Particulars	Amount (₹)	Particulars	Amount (₹)	Cash in Hand	1,500	Sales	2,50,000	Cash at Bank	3,000	Return Inwards	2,000	Purchases	1,10,000	Capital	56,000	Return outwards	1,500	Creditors	30,000	Wages	20,000			Power & Fuel	8,000			Carriage Outwards	6,000			Carriage Inwards	5,000			Opening Stock	6,000			Land	10,000	
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<b>Adjustments:</b> 1) Closing Stock as at 31-12-2007 is ₹ 20,000 2) Provision for Bad and Doubtful Debts is 5 % on Debtors 3) Outstanding Salary ₹5,000 and Outstanding Wages ₹ 3,000 4) Depreciation is 10% on Building, Machinery and Patents.																																							
<b>SECTION –C (CASE STUDY)</b>																																							
<b>Compulsory Question</b>		<b>(1 Q X 5 Marks = 5 Marks)</b>																																					
8. a.	Mr. X started a business on 1-1- 2020. The following Transactions took place during the month of January, 2020. Apply the rules of Double entry system of Book keeping, journalise the following transactions. 1) Mr. X started business with the capital of Rs.1, 50,000/-. 2) Purchased furniture for Rs, 10,000/-. 3) Sold goods for cash Rs.50, 000. 4) Paid rent Rs.2,000/- 5) With Drew from Bank Rs.12,000/-	5	BL3																																				
b.	<b>OR</b> XYZ Ltd. purchased a Machine costing Rs.10, 00,000/- on 1-1- 2020. The company decided to charge depreciation @ 10 Per annum on Straight line method. But some of the Board of Directors wants the rate of depreciation to be charged on Written Down Value (WDV) @ 10%. You as a finance manager, analyse and suggest which method is appropriate and why, taking into consideration the following points. 1) Effect on profitability of the organisation. 2) Adaptability to the change in the method of method of Depreciation.		BL4																																				

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DEPARTMENT OF BUSINESS MANAGEMENT

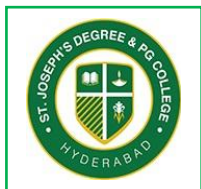
## MBA I Year I Semester Internal – I Examination, March 2021 BUSINESS LAWS

Programme:	MBA	Date:	27-03-2021
Subject Code/Course Code:	MBA 2020-106	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Business Laws	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

<u>SECTION –A</u>			
Answer all questions		(5 QX 3 Marks = 15 Marks)	
Q.NO	QUESTION	Marks	BTL
1	Define a contract and give an example.	3	BL1
2	Explain the essential elements of a contract?	3	BL1
3	Identify the requisites of a valid Tender.	3	BL1
4	Discuss the types of guarantee with examples.	3	BL2
5	Explain the rights of surety.	3	BL2
<u>SECTION –B</u>			
Answer all questions		(2 QX 5 Marks= 10 Marks)	
6. a.	Explain the classification of contracts with suitable examples.	5	BL2
b.	Summarize the remedies for the breach of contract with relevant illustrations.		
7. a.	Describe the rights and duties of a Bailor?	5	BL4
b.	Enumerate the process of creation of an Agency?		
<u>SECTION –C(CASE STUDY)</u>			
Compulsory Question- (Unit-1/Unit-2)		(1 Q X 5 Marks = 5 Marks)	
8. a.	The Carbolic Smoke Ball Company made a product called the "smoke ball" which claimed to be a cure for influenza and a number of other diseases. The Company published advertisements claiming that it would pay £100 to anyone who got sick with influenza after using its product according to the instructions set out in the advertisement. £100 reward will be paid by the Smoke Ball Company to any person who contracts the increasing epidemic influenza colds, or any disease caused by taking cold, after having used the ball three times daily for two weeks, according to the printed directions supplied with each ball. £1000 is deposited with the Alliance Bank, Regent Street, showing our sincerity in the matter.	5	BL4
b.	Mrs. Louisa Carlill saw the advertisement, bought one of the balls and used it three times daily for nearly two months until she contracted the flu on 17 January 1892. She claimed £100 from the Carbolic Smoke Ball Company. They ignored two letters from her husband, a solicitor. On a third request for her reward, they replied with an anonymous letter that if it is used properly, the company had complete confidence in the smoke ball's efficacy, but "to protect themselves against all fraudulent claims" they would need her to come to their office to use the ball each day and be checked by the secretary. John Carlill (Louisa Carlill's husband) brought a claim to		

	<p>court. The barristers representing Carlill argued that the advertisement and her reliance on it was a contract between her and the company, and so they ought to pay. The company argued it was not a serious contract.</p> <p><b>1. Does performance of the conditions advertised in the paper constitute acceptance of an offer?</b></p> <p><b>2. Was there any consideration made?</b></p> <p style="text-align: center;"><b>OR</b></p> <p>i) A induced to buy his lorry on the false representation that it was in “excellent condition”. On discovering that the lorry was in very bad shape when B used it, he wanted to return it to A. A, however agreed to bear half of the cost of the repairs which B agreed. On the next journey when the lorry completely broke down, B wanted to rescind the contract.</p> <p>Which concept would you apply for the above case and how do you conclude?</p> <p>ii) A minor fraudulently represent to a money lender that he was of full age and obtain the loan of Rs. 5,000. Has the money lender any right of action against the minor for the money lent for damages for fraudulent misrepresentation?</p>		BL4
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DEPARTMENT OF BUSINESS MANAGEMENT

## MBA I Year I Semester Internal – I Examination, March 2021 MANAGEMENT & ORGANISATIONAL BEHAVIOUR

Programme:	MBA	Date:	30-03-2021
Subject Code/Course Code:	MBA 2020-101	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Management & Organisational Behaviour	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Interpret the Nature of Management	3	BL2
2	Enlist Fayol's 14 Principles	3	BL1
3	Explain MBO & MBE	3	BL2
4	Differentiate Centralized organization structures with Decentralized structures	3	BL2
5	State the requisites of good control system	3	BL1

### SECTION –B

**Answer all questions**

**(2 QX 5 Marks= 10 Marks)**

6. a.	Discuss the functions of Management. OR	5	BL2/ BL3/ BL4
b.	Explain Human Relations approach to management.		
7. a.	Discuss various organizational structures. OR	5	BL2/ BL3/ BL4
b.	What are the sources of power? Highlight the relationship between power and politics.		

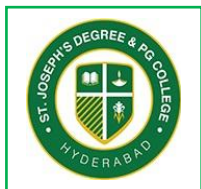
### SECTION –C(CASE STUDY)

**Compulsory Question- (Unit-1/Unit-2)**

**(1 Q X 5 Marks = 5 Marks)**

8. a.	Indian Drugs and Pharmaceuticals Ltd.' is engaged in the manufacturing and distribution of medicines. The company has set-up an <b>objective of increasing its sales turnover by 20%</b> . To achieve this objective the company has decided to diversify into baby health care products. Since the company has already set its objectives and developed the premises based on the same, it wants your help for the remaining steps to be taken in this process. Explain briefly the planning steps. OR	5	BL5
b.	Coverfox BPO services Private Limited established in 2011 had its profits declining year – to – year. Mr. Bhardwaj has found that the current organizational structure was very complex with span of control of 20 or more subordinates. Mr. Bhardwaj analysed organizational capability using the Mckinsey 7 S model. 1. DO you think Mr. Pandey adopted the right approach to solve the problem? Substantiate your answer 2. How did he plan to re-design the organization structure? What are its benefits?		BL5

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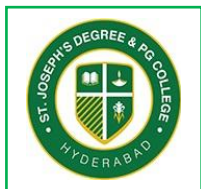
DEPARTMENT OF BUSINESS MANAGEMENT

## MBA I Year I Semester Internal – I Examination, March 2021 MANAGERIAL ECONOMICS

<b>Programme:</b>	<b>MBA</b>	<b>Date:</b>	<b>27-03-2021</b>
<b>Subject Code/Course Code:</b>	<b>MBA 2020-105</b>	<b>Duration:</b>	<b>1 Hr 30 Mins.</b>
<b>Subject Name/Course Name:</b>	<b>Managerial Economics</b>	<b>Max. Marks:</b>	<b>30 Marks</b>
<b>Name of the Student:</b>		<b>Roll No:</b>	

<u><b>SECTION –A</b></u>			
<b>Answer all questions</b>		<b>(5 QX 3 Marks = 15 Marks)</b>	
<b>Q.NO</b>	<b>QUESTION</b>	<b>Marks</b>	<b>BTL</b>
1	Illustrate the characteristics of Managerial Economics.	3	BL1
2	Demonstrate the word Time Perspective.	3	BL1
3	Write about Opportunity cost.	3	BL2
4	Define Indifference Curve.	3	BL2
5	Define Utility.	3	BL1
<u><b>SECTION –B</b></u>			
<b>Answer all questions</b>		<b>(2 QX 5 Marks= 10 Marks)</b>	
6. a.	Describe Nature and scope of Managerial Economics.	5	BL2
b.	Discuss Role of Managerial Economist in Business.		
7. a.	Define Law of Demand And Explain Exceptions of Law of Demand.	5	BL2
b.	Explain different methods of Demand Forecasting.		
<u><b>SECTION –C(CASE STUDY)</b></u>			
<b>Compulsory Question- (Unit-1/Unit-2)</b>		<b>(1 Q X 5 Marks = 5 Marks)</b>	
8. a.	<p><b>The Retail Dahi:</b></p> <p>As consumer trends in health and nutrition are undergoing drastic changes in recent times, Dupont Nutrition and Health has also tried to address this concern with its recent initiative. YO-MIX curd cultures for reliable production of dahi, lassi and butter milk with desired texture and traditional taste. This new range caters to the diverse needs of Indian market in fresh fermented dairy products. Companies have recognized India as an emergent market with diverse needs that these companies are diversifying in to new areas to meet the growing demand of Indian consumers who nowadays have a strong demand for fresh ideas, indulgent recipes and innovative products. The Yo-MIX curd culture developed by Dupont to enable curd manufacturers meet the challenges in producing retail dahi on an industrial scale in the face of fast growing market demand for dahi and other dairy based products, and enabling manufacturers in not only improving production efficiency, but also maintain consistency in product quality.</p> <p><b>Discuss ‘what to produce’ decision in light of the above case.</b></p> <p><b>OR</b></p> <p>b. If the price of coffee rises from Rs.10 per 100 grams to Rs.15 per 100 grams. As a reserve, consumer demand for tea increases from 30/100 grams to 40/100 grams.</p> <p><b>Find out the cross elasticity of demand between tea and coffee.</b></p>	5	BL5

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## MBA I Year I Semester Internal – I Examination, March 2021 MARKETING MANAGEMENT

Programme:	MBA	Date:	26-03-2021
Subject Code/Course Code:	MBA 2020-104	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Marketing Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	What is meant by global Marketing?	3	BL1
2	Contrast between Micro and Macro Environment.	3	BL2
3	Outline the elements of marketing mix with suitable examples.	3	BL2
4	What is meant by product positioning?	3	BL1
5	Summarise the requirements for effective segmentation.	3	BL2

### SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Explain the various philosophies / approaches of Marketing.	5	BL2
b.	Explain internal and external environment that influence the Marketing program for a company.		BL2
7. a.	Categorize the various levels and bases for segmentation.	5	BL4
b.	Examine the various positioning strategies that can be adopted by a firm.		BL4

### SECTION –C(CASE STUDY)

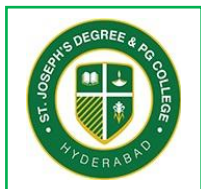
Compulsory Question- (Unit-1/Unit-2)

(1 Q X 5 Marks = 5 Marks)

8. a.	<p>Tasty Noodles Company was planning to introduce 100 grams' pack of noodles into Indian market at Rs. 8/- per pack during the test marketing period of one month. During this period the company wanted to flood the market with their noodles. In the subsequent month, Tasty Noodles Company planned to increase the price to Rs.12/- and change the packaging to 120 grams with a free toy car attached to the pack. One month before the product introduction, marketing department brought out advertisement in the print, FM radio and television media. There were also competitions arranged for children with prizes sponsored by Tasty Noodles Company. Production for the introduction phase was to be started two months in advance. Demand for the product was estimated to be one lakh packs for the first month and 1.2 Lakhs in the second month. Production had to be started earlier in order to meet the estimated demand, as also to account for the changeover in the pack size for the second month.</p> <p><b>What coordination is required between the marketing, production, and logistics departments to integrate the activities towards the success of the introductory campaign?</b></p> <p><b>OR</b></p>	5	BL5
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b.	<p>It is estimated that the Indian mineral water industry is worth `700 crore. There were so many fringe players operating in this industry till September 2000. The government then came out with an order that every player in this industry must possess Bureau of Indian Standards (BIS) certification. It is sure, hence, that of the 250 odd brands in the market, only few will survive. During the year 2000, a spate of brands from major players entered, viz., Aquafina from Pepsi, Pure life from Nestle and Kinley from Coca-Cola India. It is expected that during 2001-2002, this industry be expected to grow at 50-60 per cent.</p> <p>The home segment and the small packets are expected to grow by leaps and bounds. Bisleri is generic for bottled water. During the year 2000-2001, it grew by 140 per cent. Adopting an aggressive pricing strategy, it made its presence felt in various categories.</p> <p>The two-litre pack is offered at `15 only. Also it introduced a 1.2 litre pack at `12. Another brand from Parle, 'Bailey' went into niche market and offered for the first time a 330ml bottle at `3.50. This Chotu Bailey has created smaller package market.</p> <p>In this intense competitive market, KS Foods introduced 'Spring Pure' brand of spring water. 'Spring Pure' is positioned as a premium product and is available in 300ml (`12), 500ml (`15), one litre (`25) and 1.5 litres (`30). The company expects growth in the 500ml market. According to Pepsi, the year 2000-2001 saw their brand move at a slow pace mainly because Aquafina is priced at `10 for 750ml, as compared to other players in the market who were much in demand at `10 for a litre bottle.</p> <p><b>What would be the competitive strategy adopted by Aquafina and Kinley as compared to Bisleri?</b></p>		BL5
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DEPARTMENT OF BUSINESS MANAGEMENT

## MBA I Year I Semester Internal – I Examination, March 2021 STATISTICS FOR MANAGEMENT

Programme:	MBA	Date:	30-03-2021
Subject Code/Course Code:	MBA 2020-102	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Statistics for Management	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL
1	Define Statistics.	3	BL1
2	Explain the concept of Skewness. What are the various methods of Skewness?	3	BL2
3	List out various measures of central tendency. Give the formulae for Mean, Median and Mode of a continuous frequency distribution.	3	BL1
4	Define: (i) Sample Space (ii) Mutually Exclusive Events (iii) Dependent Event	3	BL1
5	State the properties of Binominal Distribution.	3	BL2

### SECTION –B

Answer all questions

(2 QX 5 Marks= 10 Marks)

6. a.	Explain the applications of statistics in managerial decision making.									5	BL2																		
	<b>OR</b>																												
	Calculate the Karl Pearson's co-efficient of skewness for the following:																												
b.	<table><tr><td>Wages</td><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40-50</td><td>50-60</td><td>60-70</td><td>70-80</td></tr><tr><td>Frequency</td><td>5</td><td>9</td><td>8</td><td>12</td><td>10</td><td>4</td><td>3</td><td>2</td></tr></table>									Wages	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Frequency	5	9	8	12	10	4	3	2	5	BL3
	Wages	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80																				
	Frequency	5	9	8	12	10	4	3	2																				
7. a.	Explain various approaches to probability.									5	BL2																		
	<b>OR</b>																												
	In a bolt factory machines A, B, C manufacture 20%, 30% and 50% of the total of their output and 6%, 3%, and 2% are defective. A bolt is drawn at random and found to be defective. Find the probabilities that it is manufactured from the: (i) Machine A (ii) Machine B (iii) Machine C																												
b.											BL3																		

### SECTION –C (CASE STUDY)

Compulsory Question- (Unit-1/Unit-2)

(1 Q X 5 Marks = 5 Marks)

8. a.	The table below shows the distribution of marks for 100 students on a science test. Calculate Arithmetic Mean, Median and Mode.	<table><tr><td>Marks (%)</td><td>0-10</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40-50</td><td>50-60</td><td>60-70</td><td>70-80</td></tr><tr><td>Frequency</td><td>11</td><td>6</td><td>19</td><td>10</td><td>10</td><td>19</td><td>16</td><td>9</td></tr></table>	Marks (%)	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Frequency	11	6	19	10	10	19	16	9	BL3
	Marks (%)		0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80											
Frequency	11	6	19	10	10	19	16	9													
<b>OR</b>				5	BL4																
b.	In a factory, machine ‘A’ produces 40% of the output and machine ‘B’ produces 60%. On the average, 9 items out of 1000 items produced by ‘A’ are defective and 1 item out of 250 items produced by ‘B’ is defective. An item drawn at random from a day’s output is defective. What is the probability that it was produced by A” or ‘B’?																				

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