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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 ACCOUNTING FOR BUSINESS

Programme:	MBA	Date:	26-05-2021
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			QUEST	TION			Marks	BTL
1	Explain the im	portance of Li	quidity ra	atios.			3	BL2
2	List out the obj	jectives of Rat	io Analys	sis			3	BL1
3	What are the u	ses of a funds	flow state	ement?			3	BL5
4	"A Cash flow	statement is r	equired t	o explain o	changes in c	eash account	3	BL5
	balances between				e statement.			DLJ
5	Discuss the cha	aracteristics of					3	BL6
			SEC	CTION -B				
	Answer all qu					5 Marks= 10) Marks)	
6. a.	What is Finance		•	? Elaborate	on differen	t methods of		BL6
	the Financial S	tatement Anal	•					
		.1 75.1	OR		J. O	2017.0.2010		
b.	Given below is				•			DI 4
	Analyze the	-			ipany by	Preparing a		BL4
	Comparative B		and interp		2010/ 3			
		Particulars	+	2017(₹)	2018(₹)			
		Capital		10,000	10,000		5	
		Reserves		500	600			
		Debentures		-	100			
	<u> </u>	and &Buildin	σ	10,000	6,000			
		Creditors		200	-			
	I	Bills payable		400	300			
		Machinery		1,000	3,000			
		Current Assets		100	2,000			
7. a.	Distinguish bet	tween Funds F	low State	ement and (Cash Flow S	tatement.		BL6
			OR					
b.	Estimate the W	orking Capita	l of AB	Ltd by Prep	oaring a Stat	ement of		BL6
	Changes from	the informatio	n given b	elow:				
	LIABILITES	S 2017	2018	ASSET	S 2017	2018		
		(₹)	(₹)		(₹)	(₹)		
	Equity Share	80,000	80,000	Fixed		50,000	5	
	Capital			Assets				
	Preference	-	20,000	Debtors	s 80,000	48,000		
	share capital							
	General	4,000	4,000	stock	20,000	70,000		
	Reserve							
	P & L	8,000	10,800	Prepaid	1 2,600	1,000		

	Account			ovenon coc				
	Account			expenses				
	Debentures	22,000	25,600	cash	400	7,000)	
	Creditors	24,000	26,000					
	Bank	25,000	9,600					
	overdraft							
	Total	1,63,000	1,76,000		1,63,000	1,76,00	00	
		SI	ECTION -C	C(CASE ST	UDY)		l	
(Compulsory Quest) X 5 Ma	rks = 5 M	Iarks)
8. a.	From the follow	wing inform	ation, find	l out the a	mount of	profit		BL3
	earned during the year .Apply marginal costing technique.				-			
	Fixed cost: 50,000							
	Variable cost: Rs.10 per unit							
	Selling price: Rs	_						
	Output level: 1, 50,000 units							
	OR					_		
b.	You are required to calculate the breakeven point in the following					owing	5	BL3
	cases. Apply the formulae.							
	The fixed cost for the year Rs: 80,000							
	Variable cost per unit for the single product being made is Rs: 4/-					4/-		
	Estimated sales for the period are valued at Rs.2, 00,000.							
	The number of units involved coincides with the expected volume				olume			
	of output. Each u				1			



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MBA I Year I Semester Internal – II Examination, May 2021 BUSINESS LAWS

Programme:	MBA	Date:	27-05-2021
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:	

Q.NO	QUESTION	Marks	BTL		
1	Summarise Doctrine of Caveat emptor.	3	BL2		
2	Distinguish between Conditions and Warranties.	3	BL4		
3	Explain Memorandum of Understanding (MOU).	3	BL2		
4	Illustrate Articles of Association.	3	BL2		
5	List out the Unfair Trade practices.	3	BL4		
	SECTION –B Answer all questions (2 QX 5 Marks= 10				
	Marks)	DI 0			
6. a.	Identify the meaning of Cheque and types of crossing with suitable examples.		BL3		
b.	OR	5			
	Distinguish between Sale and Agreement to sell with appropriate examples.		BL4		
7. a.	Explain various types of companies.		BL2		
	OR	5			
b.	Summarize the Powers and responsibilities of the directors of a company.	J	BL2		
	<u>SECTION -C(</u> CASE STUDY)				
	Compulsory Question- (Unit-5) (1 Q X 5 Marks				
8. a.	Pepsi Co. Inc. and Ors. v. Hindustan Coca Cola Ltd. and Anr: (2003): In		BL5		
	this example, Pepsi filed a suit against Coca-Cola for wrongful use of				
	their TM in a commercial where in a lead actor asks a kid to his favourite				
	drink for which he says that he likes Pepsi which was obvious from his lip				
	movement as it was muted. Then the lead actor asks the kid to taste the				
	two samples of drinks after hiding their identity and questions the kid as				
	to 'Bacchon Ko Konsi pasand aayegi'?. The kid points to one drink and				
	says that children would prefer it because it is sweeter and says that he				
	does not like that drink. He likes the taste of the other drink and says that				
	it is a stronger drink and has to be consumed by grownups. After the lead	5			
	actor opens the lid of both the bottles, it is revealed that the bottle which				
	the kid likes was 'Thumps-Up' while the other had PAPPI written on it				
	which deceptively resembles PEPSI. The kid feels embarrassed as he had				
	earlier liked the Pepsi taste and hence keeps his hands on his hand as a				
	matter of disappointment. In some other advertisements the commercials				
	read the slogan as 'Wrong choice baby', and that the 'Thums Up' is a				
	right choice, and 'Kyo Dil Maange No More' which amounts to damaging				

the repute of Pepsi.

Q1.To which concept do you want to relate the case with and why?

Q2.Do you think the advertisement was misleading consumers?

Q3.How do you conclude the case and give your opinion and judgement.

OR

b. Abirami, a student of Ansari Nagar, joined a two year course at a local coaching institute for professional courses in New Delhi. At the time of joining the course, she paid the fees Rs 61,020 as lump sum for the entire course of two years. However, she decided to opt out of the course at the end of one year as she found that the quality of teaching was not up to the mark. When she asked for a refund of the fee for one year, it was denied to her. When she filed the case in the District Consumer Court, the Court directed the Institute to refund Rs 28,000 saying that she had the right to choose. The Institute again appealed in the State Consumer Commission. The State Commission upheld the district court's direction and further

BL5

Q1. Was it right on the part of Abirami to discontinue the course and on what grounds she filed a case?

fined the institute Rs 25,000 for a frivolous appeal. It also directed the

institute to pay Rs 7000 as compensation and litigation cost.

Q2.How do you want to conclude the case and also give your judgement on the case relating it to the concept.



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 INDIAN ETHOS AND BUSINESS ETHICS

Programme:	MBA	Date:	28-05-2021
Subject Code/Course Code:	MBA 2020-109	Duration:	1 Hour
Subject Name/Course Name:	Indian Ethos and Business Ethics	Max. Marks:	20 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL		
1	Define the terms Indian Ethos & Business Ethics.	2	BL1		
2	Identify various Stress Management techniques.	2	BL3		
3	What are the various principles practiced by Indian companies.	2	BL1		
4	What is Ethical Dilemma?	2	BL1		
5	Identify differences between Absolutism and Relativism.	2	BL3		
	SECTION -B				
	Answer all questions (2 QX 5 Marks= 10				
6. a.	Compare and Contrast Indian vs Western Management.		BL2		
	OR				
b.	Sincerity with the Workplace				
	Monica was fired from a company due to her irresponsibility, irregularity		BL2		
	and lateness. She was working as an office assistant. After few weeks she				
	comes to her former manager and informs that she has applied in another				
	company for the same post and has given his name as a reference. She				
	needs a job as she is a single parent with two children. She requests him				
	to give good recommendation and feedback and not mentioning her	_			
	weaknesses if enquired. Monica asks her manager to make a character	5			
	and experience certificate mentioning that she left the company				
	voluntarily due to her family issues and the company didn't want her to				
	leave.				
	The manager knows Monica personally and has a soft corner for her;				
	however, he would not recommend his own company hire her back.				
	i) What should the manager say to the employer who calls				
	him for Monica?				
	ii)What if the employer was manager's friend?				
7. a.	What are various stages in Kohlberg's six stages of moral development		BL2		
	OR				
b.	Ethical Dilemma:				
	You are applying for the job of sales associate. You have just found out		BL3		
	that you will be given a personality assessment as part of the application				
	process. You feel that this job requires someone who is very high in				
	extraversion, and someone who can handle stress well. You are relatively	5			
	sociable and can cope with some stress but honestly you are not very	3			
	high in either trait. The job pays well and it is a great stepping-stone to				
	better jobs.				
	i) How are you going to respond when completing the personality				
	questions?				
	ii) What are the advantages and disadvantages of completing the				
	questions honestly?				



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 MANAGEMENT & ORGANISATIONAL BEHAVIOUR

Programme:	MBA	Date:	25-05-2021
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	Discuss the determinants of Personality.	3	BL2
2	Give the concepts of Values, attitude and learning.	3	BL1
3	Discuss the functions of the group.	3	BL2
4	Explain various types of leadership styles.	3	BL2
5	Identify the factors shaping organizational Culture.	3	BL2
	SECTION -B		
	Answer all questions (2 QX 5 Mark	s= 10 Mar	·ks)
6. a.	Discuss the Big – Five Model of Personality. Mention the other		BL2
o. a.	organisationally relevant personality traits.	5	
h	OR	3	
b.	Evaluate the Contemporary theories of Motivation.		BL4
7. a.	Discuss the group development stages.		BL2
	OR	5	
b.	Explain various barriers to communication.		BL2
	<u>SECTION -C(</u> CASE STUDY)		
C	ompulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks =	5 Marks)	
	Glenn Tilton, CEO of United Airlines wanted to save the company		BL4
8. a.	from going towards bankruptcy as it was making continuing losses.		
	He travelled around the country and talked to his employees to get		
	their suggestions on what was required to help the company recover		
	from bankruptcy. One of his goals in these talks was to get		
	employees to thing about solving problems rather than blaming		
	others for what wrong with the company. They could ask any		
	questions or give suggestions as long as they did not blame their		
	colleagues, supervisors, unions or management for airlines' plight.		
	Based on the suggestions and opinions he cut the workforce,		
	convinced employee for wage concessions and institute a bonus	_	
	system that reward the employee for wage concessions, and	5	
	instituted a new incentive/bonus system that reward the employees		
	for achieving the company's goals for on time departures. As a		
	result, the customer service ratings went up and they were able to		
	recover from their losses. In order to appreciate the employee		
	behaviour regarding productivity and customer service the company		
	came up with a new incentive system under which employees were		
	paid a bonus of over \$ 26 million after the company exceeded its		
	goals. With reference to Kurt Lewin's three step change process,		
	answer the following		
	1. Identify the driving force in the above case		

2. Identify the three steps in the change process. Justify your answer citing relevant details from the facts given in the case. Do not make your own assumptions.

OR

Uday Sankar from Kerala was employed in a privately owned firm b. in Ahmedabad after undergoing training in Bombay. He was selected for the post of sales representative in the firm's Madras office but was not posted back. There was a communication barrier as he could speak neither Hindi nor Gujarati. He decided to confront to sales Manager, Vijay Sharma resented Uday bringing ip this issues of transfer as he has promised his colleague's relative a position in Madras Office. He was promised accommodation but received none. As regards to company's policy on commission, Uday felt that is paid to only those people who are nice to top management of the company. If he fails continuously say for 3 to 4 months in achieving this target, he has to withdraw himself from the job. He felt that he was not getting sufficient opportunity to increase the sales. Shreedharan, manager of Ahmedabad branch was surprised with hostile attitude of Mr. Vijay Sharma toward Uday and at the earliest opportunity wanted Uday that an extra effort would be needed if he wanted to continue to work in the company. He thought, he would have to resign before a dismissal left an indelible black mark on his career.

BL5

- 1. Comment on the organisation climate and give the perception of Mr. Uday on the organization.
- 2. If you were in the position of Uday, what is the action you will take? Substantiate with the reasons.



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 MANAGERIAL ECONOMICS

Programme:	MBA	Date:	27-05-2021
Subject Code/Course Code:	MBA 2020-105	Duration:	1 Hr 30 Mins.
Subject Name/Course Name:	Managerial Economics	Max. Marks:	30 Marks
Name of the Student:		Roll No:	

Q.NO	QUESTION	Marks	BTL			
1	Define Cobb Douglas Production Function.	3	BL1			
2	Illustrate Isoquant Concept with graph?	3	BL1			
3	3 Differentiate between Peak load pricing and Transfer pricing.					
4	4 What is the meaning Nash Equilibrium?					
5	Write about inflation?	3	BL2			
	SECTION -B					
	Answer all questions (2 QX 5 Marks=	10 Marks)				
6. a.	Explain Law of variable Proportions?		BL2			
	OR	5				
b.	Discuss economies of scale and diseconomies of scale.		BL2			
7. a.	Explain price output relation in monopolistic competition short run an	d	BL2			
	long run?	5				
	OR	3				
b.	Define Oligopoly and explain about kink demand curve?		BL2			
	SECTION -C(CASE STUDY)					
	Compulsory Question- (Unit-5) (1 Q X 5 Mar)	ks = 5 Mark	s)			
8. a.	Are cyclic fluctuations necessary for economic growth?		BL4			
	OR					
	If a person has more income, he or she can buy more goods and		BL4			
	services and his or her material well-being improves. So it may					
	seem reasonable to treat his or her income level as his or her level					
	of well-being. GDP is the sum total of value of goods and services					
	created within the geographical boundary of a country in a	5				
b.	particular year. It gets distributed among the people as incomes					
	(except for retained earnings). So we may be tempted to treat					
	higher level of GDP of a country as an index of greater well-being					
	of the people of that country (to account for price changes, we may					
	take the value of real GDP instead of nominal GDP).					
	1. Do you think that GDP is a true indicator of welfare?					



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 MARKETING MANAGEMENT

Programme:	MBA	Date:	26-05-2021
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:	

Non 110.									
Q.NO	QUESTION	Marks	BTL						
1	Explain product Line with example.	3	BL2						
2	Compare Market Skimming strategy with Market Penetration strategy	3	BL4						
3	Illustrate "Variety seeking Buying Behaviour' with an example.	3	BL2						
4	Explain the 7Os structure of Consumer Behaviour	3	BL5						
5	Examine Social Marketing with reference to COVID-19	3	BL4						
	Answer all questions SECTION –B (2 QX 5 Mark	s– 10 Mai	·ke)						
6. a.	Explain the stages of Product Life Cycle with an example OR	5	BL4						
b.	Discuss the steps involved in New Product Development process		BL4						
7. a.	Analyze the various factors affecting the Consumer Behaviour OR	5	BL2						
b.	Examine the steps in Consumer Decision Making process		BL2						
	SECTION -C(CASE STUDY)								
C	ompulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks =	5 Marks)							
8. a.	Caselet on International Marketing: The traditional market for jeans in Japan has peaked and is likely to shrink further. In addition, the distribution structure is changing resulting in the emergence of a new type of large-scale suburban chain store. American brand, Levi-Strauss has to determine how to respond to these trends and chart a direction for future growth. Should they: 1. Should they focus on increasing market share of the traditional blue jeans market, introduce new products targeted to the primary target market; expand their customer base by targeting new customer segments, or increase presence in other types of stores? 2. Chalk out a favourable distribution strategy for the company to maintain its market share in Japan. OR	5							
b.	Caselet on Services Marketing: Once an unorganized market mostly run by independent dermatologists and beauticians, Marico Industries, owner of popular brands like parachute, Mediker and Saffola, has entered into the beauty care market through its chain of beauty salons called Kaya Skin Clinic with 8 centres spread across India. The company is putting more efforts into R & D, so as to improve its services and offer a large number of skin care solutions		BL5						

to its customers.

Questions:

- 1. Marico, a product manufacturer, has entered the services segment. What challenges will Marico face while marketing its services?
- 2. With independent and small beauty salons dominating the beauty care industry, what tangible elements do Kaya clinics should use to differentiate their services from the competition?



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 MS EXCEL FOR BUSINESS

Programme:	MBA	Date:	28-05-2021	
Subject Code/Course Code:	MBA 2020-108	Duration:	1 Hour	
Subject Name/Course Name:	MS Excel for Business	Max. Marks:	20 Marks	
Name of the Student:		Roll No:		

Q.NO	QUESTION	Marks	BTL
1	Write about data validation in MS Excel.	2	BL2
2	Write a line about each of the following Chart Title, Legends, Data Labels.	2	BL1
3	What do you understand by Financial modelling?	2	BL2
4	Write the syntax for counting the number of characters in a string, with an example.	2	BL1
5	Write an example of Mathematical function with syntax.	2	BL1
	SECTION -B		
	Answer all questions (2 QX 5 Marks= 10)	Marks)	
6. a.	A B C D E F	5	BL3 BL1
7. a.	Number of Charecters in the following text of Cell A2 is calculates as 26 2 Mahatma Gandhi i) Actual length of the text "Mahatma Gandhi" is 14. Now write a formula to remove the extra space in cell A2 and display the result in Cell A8 ii) Write down the formula for combining the text in the cells C2 and D2 with out merging them and display the result in the cell C8	5	BL3
b.	Write an essay on Financial Modelling and also write down its uses.		BL2



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DEPARTMENT OF BUSINESS MANAGEMENT

MBA I Year I Semester Internal – II Examination, May 2021 STATISTICS FOR MANAGEMENT

Programme:	MBA	Date:	25-05-2021
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	Write down the procedure of Hypothesis Testing.	3	BL1
2	Explain Type-I Error and Type-II Error.	3	BL2
3	What are the applications of t-distribution? Mention with the formulae.	3	BL1
4	What are the assumptions of Chi-Square Distribution? Write the applications of Chi-Square test.	3	BL1
5	What is Edward Spearman's Rank Correlation Coefficient? Write the formulae for Rank Correlation when (i) ranks are repeated and (ii) ranks are not repeated.	3	BL2
	SECTION -B		
	Answer all questions (2 QX 5 Mark	s= 10 Mar	·ks)
6. a.	What are the types of Sampling Methods? Explain with examples.		BL5
b.	OR An investigation of the relative merits of two kinds of flashlight batteries showed that a random sample of 100 batteries of brand 'A'		BL4
	lasted on the average of 36.5 hours with a standard deviation of 1.8 hours, while a random sample of 80 batteries of brand 'B' lasted on	5	
	the average 36.8 hours with a standard deviation of 1.5 hours. Use a level of significance of 0.05 to test whether the observed difference between the average life times is significant.		
7. a.	To test the hypothesis that the average number of days a patient is kept in three local hospitals say, A, B and C is the same, a random		BL4
	check on the number of days that seven patients stayed in each		
	hospital reveals the following:		
	A 8 5 0 2 7 8 2		
	Sering B 4 3 8 7 7 1 5 B 4 3 8 7 7 1 5		
		5	
		3	
	OR		
b.	The number of scooter accidents per month in a certain town were as follows:		BL4
	12, 8, 20, 2, 14, 10, 15, 6, 9, 4		
	Are these frequencies in agreement with the belief that accident		
	conditions were the same during this 10 month period? (Chi-Square		
	Test, L.O.S-5%)		

SECTION -C(CASE STUDY) Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5 Marks)														
Compulsory Question- (Unit-1/Unit-2) (1 Q X 5 Marks = 5) Calculate the coefficient of correlation using the following data:											- 3 Mai Ks)	BL4		
8. a.			X	7	6	5	4	3	2	1				
			У	18	16	14	12	10	6	8				
	OR												5	
b.	From the following data, obtain the two regression equations:											BL5		
	Sales	91	97	108	121	67	124	51	73	111	57			
	Purchase	71	75	59	97	70	91	39	61	80	47			