



**ST. JOSEPH'S DEGREE & PG COLLEGE**  
**(Autonomous), Affiliated to Osmania University**  
**Re-accredited by NAAC (3rd Cycle) with B++ Grade**  
**King Koti Road, Hyderabad**

**MBA I Year I Semester**  
**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 19-04-2022
Subject Code/Course Code:	MBA 2020-103	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Accounting for Business	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	Explain the importance of Liquidity ratios.	3	BL2
2	ABC Ltd provides the following information: Cash sales Rs 800000 Credit sales Rs 1000000 COGS Rs 1580000 Calculate Gross Profit Ratio.	3	BL4
3	What are the uses of a funds flow statement?	3	BL1
4	Explain the concept of Cash flow statement.	3	BL2
5	If profit = 15000 and P/V ratio is 20% what is Margin of safety.	3	BL4

**SECTION –B**

**Answer all questions (Mandatory case from any of the Questions- 6b/8b)**

**(3Q x 5 Marks= 15 Marks)**

6.a	What is Financial Statement Analysis? Elaborate on different methods of the Financial Statement Analysis.	5	BL1																											
b.	<p style="text-align: center;"><b>OR</b></p> <p>You have been supplied the data of SP Ltd and its industry averages.</p> <p style="text-align: center;"><b>Balance sheet as on 31<sup>st</sup> March 2020</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Liabilities</th><th style="width: 17%;">Rs (000)</th><th style="width: 33%;">Assets</th><th style="width: 17%;">Rs (000)</th></tr> </thead> <tbody> <tr> <td>Equity share capital</td><td>1200</td><td>Net Fixed Assets</td><td>605</td></tr> <tr> <td>10% debentures</td><td>230</td><td>Cash</td><td>220</td></tr> <tr> <td>Sundry creditors</td><td>165</td><td>Sundry debtors</td><td>275</td></tr> <tr> <td>Bills payable</td><td>220</td><td>Stock</td><td>825</td></tr> <tr> <td>Other current liabilities</td><td>110</td><td></td><td></td></tr> <tr> <td></td><td>1925</td><td></td><td>1925</td></tr> </tbody> </table>		Liabilities	Rs (000)	Assets	Rs (000)	Equity share capital	1200	Net Fixed Assets	605	10% debentures	230	Cash	220	Sundry creditors	165	Sundry debtors	275	Bills payable	220	Stock	825	Other current liabilities	110				1925		1925
Liabilities	Rs (000)	Assets	Rs (000)																											
Equity share capital	1200	Net Fixed Assets	605																											
10% debentures	230	Cash	220																											
Sundry creditors	165	Sundry debtors	275																											
Bills payable	220	Stock	825																											
Other current liabilities	110																													
	1925		1925																											

Particulars	Rs (000)	Rs (000)
Sales		2750
Less: Cost of goods sold		
Materials	1045	
Wages	660	
Factory Overheads	324.5	2029.5
Gross profit		720.5
Less : Selling and distribution	275	
Overheads	307	582
Less: Administration Overheads		
Earnings Before Interest and tax		138.5
Less: Interest		23
Earning Before Tax		115.5
Less: Tax		40.425
Net Profit		75.075

Ratio	Industry	SP Ltd
Current Ratio	2.4	
Sales/Debtors	8.0	
Sales /Stock	9.8	
Sales /Total Assets	2.0	
Net profit/Sales (%)	3.3	
Net Profit /Total Assets (%)	6.6	
Net profit /Net worth (%)	12.7	
Total debt/Total Assets (%)	63.5	

2. Indicate the company's strengths and weakness as shown by your analysis.

Distinguish between Funds Flow Statement and Cash Flow Statement.

b. Estimate the Working Capital of AB Ltd by Preparing a Statement of Changes from the information given below:

<b>LIABILITES</b>	<b>2017 (₹)</b>	<b>2018(₹)</b>	<b>ASSETS</b>	<b>2017(₹)</b>	<b>2018(₹)</b>
Equity Share Capital	80,000	80,000	Fixed Assets	60,000	50,000
Preference share capital	-	20,000	Debtors	80,000	48,000
General Reserve	4,000	4,000	stock	20,000	70,000
P & L Account	8,000	10,800	Prepaid expenses	2,600	1,000

BL2

BL5

	<table><tr><td>Debentures</td><td>22,000</td><td>25,600</td><td>cash</td><td>400</td><td>7,000</td></tr><tr><td>Creditors</td><td>24,000</td><td>26,000</td><td></td><td></td><td></td></tr><tr><td>Bank overdraft</td><td>25,000</td><td>9,600</td><td></td><td></td><td></td></tr><tr><td>Total</td><td>1,63,000</td><td>1,76,000</td><td></td><td>1,63,000</td><td>1,76,000</td></tr></table>	Debentures	22,000	25,600	cash	400	7,000	Creditors	24,000	26,000				Bank overdraft	25,000	9,600				Total	1,63,000	1,76,000		1,63,000	1,76,000		
Debentures	22,000	25,600	cash	400	7,000																						
Creditors	24,000	26,000																									
Bank overdraft	25,000	9,600																									
Total	1,63,000	1,76,000		1,63,000	1,76,000																						
8 a.	<p>From the following particulars determine: (a)Contribution (b) P/V Ratio (c) Break Even Point in Units and in Rupees (d) What will be the selling price per unit if the breakeven point is brought down to 25,000 units? Fixed Expense = Rs 1, 50,000 Variable Cost per Unit = Rs 10 Selling Price per Unit = Rs 15</p> <p style="text-align: center;"><b>OR</b></p>	5	BL4																								
b.	<p>Lady M Confectionaries is a bakery run by Ken Romaniszyn in 2014 and wanted to open a new bakery in New York city and later opened a third shop in Los Angeles and licensed in both Singapore and South Korea. Investors are very much interested in investing Lady M brand to Asia and Middle East Romaniszyn viewed that Lady M is occupying a unique position in the market. China was very interested in investing. Lady M has two alternatives giving franchising rights to China or open a new Boutique. If they want to open a new boutique more money is required. The sales are also increasing tremendously.</p> <ol style="list-style-type: none"><li>1. If you are the owner of Lady M confectionaries, which alternative you choose whether Franchising or going for new shop.</li><li>2. What would be the sources of Investment? Discuss.</li></ol>																										

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**MBA I Year I Semester**  
**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 20-04-2022
Subject Code/Course Code:	MBA 2020-106	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Business Laws	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	Describe various powers of the Director of a company.	3	BL2
2	What do you understand by the Memorandum of Association (MOA)? Briefly explain.	3	BL1
3	Discuss the Doctrine of Caveat Emptor with examples.	3	BL2
4	Describe the rights of the Unpaid Seller in detail.	3	BL2
5	Illustrate the rules for the delivery of goods with suitable examples.	3	BL1

**SECTION –B**

**Answer all questions**

**(3Q x 5 Marks= 15 Marks)**

6 a.	Explain the differences between Contract of Sale Vs Agreement to Sell	5	BL1
b.	Describe the qualifications needed to be a director of a company and explain the legal position.		
7a.	Describe various types of Companies in brief.	5	BL2
b.	Discuss the differences between Conditions and Warranties.		
8a.	Anjali Auto Agencies is the Spare Parts Distributor for the state of Telangana. Deepthi Auto Enterprises is the dealer at Nirmal and often buys spare parts from Anjali Auto Agencies on a credit basis. Due to a decrease in sales in the assigned area, Deepthi Auto Enterprises could not sell the spare parts and owes Rs. 1, 58,413 (One lakh Fifty-Eight thousand, four hundred and thirteen rupees) to Anjali Auto Agencies. 1. What actions can Anjali Auto Agencies take on Deepthi Auto Enterprises under the rights of the unpaid seller?	5	BL4
b.	Bhargavi Electronics (Pvt) Limited is a LCD Panel manufacturing Company based out of Hyderabad. These LCD panels are used in the making of Colour Televisions and Computer monitors by major brands and are supplied to various manufacturers throughout India 1. Explain the rules for delivery of goods using the above case.		

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**MBA I Year I Semester**  
**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 21-04-2022
Subject Code/Course Code:	MBA 2020-109	Duration: 1 Hour
Subject Name/Course Name:	Indian Ethos & Business Ethics	Max. Marks: 20 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

<b><u>SECTION –A</u></b>			
Answer all questions		(5Q x 2 marks = 10 marks)	
Q.NO	QUESTIONS	Marks	BTL
1	What do you understand by value-based leadership?	3	BL3
2	Explain the role of Indian ethos in managerial practices.	3	BL3
3	Define the meaning of ethical code.	3	BL2
4	Sketch various values of Indian Managers.	3	BL3
5	List out the principles practices by Indian companies.	3	BL2

<b><u>SECTION –B</u></b>			
Answer all questions		(2Q x 5 marks = 10 marks)	
6a.	Elucidate upon the application of ethical principles of ethics to business along with its importance.	5	BL4
	<b>OR</b>		
b.	Contrast between the myths and ambiguity of business world with examples.		
7 a.	Gudigantala Rajanna (Rajanna) grew up in the outskirts of Warangal, a small town in the Indian state of Telangana. Born to school teachers, he was a popular youngster in his neighborhood and at a prime age he became a Ward Councilor in the Municipal Corporation. His incessant effort to bring better drinking water facility to his ward was thwarted by a contractor who asked for a bribe to expedite the laying of water pipes. His conscience is now in conflict with his election promise to his ward members about providing better drinking water facility in the ward.	5	BL4
b.	<ol style="list-style-type: none"> <li>1. What should be the ideal course of action for Rajanna?</li> <li>2. If you were in Rajanna's place, analyse which ethical decision-making approach would you choose.</li> </ol> <p style="text-align: center;"><b>OR</b></p> <p>Rajanna was encouraged by the local Member of Parliament (MP) and Member of Legislative Assembly (MLA), to join politics. Both the politicians belonged to the same political party. About one year later he contested for the Ward Councillor position from his ward and won by a huge margin. Many attributed his win to the</p>		

	<p>election promise of providing better drinking water facility in the ward</p> <p>Over the next four years, he took relentless efforts in highlighting the water problem of his ward. His co-councillors cautioned that his style of working was not in line with the way the system functioned in a Municipal Corporation. At each stage the bureaucracy let him down by way of hurdles in his efforts to provide drinking water facility in the ward.</p> <p>When Rajanna went to the contractor and enquired about the commencement and completion of work, he replied, “Dear Rajanna, my workers are busy for the next eight months and they cannot take up new work now”. However, he added, “if you allow me to take a 5% cut from the sanctioned amount,</p> <p>Rajanna was stuck. On one side he wanted to live by the principles and morals taught by his parents. On the other, he had his election promises to be kept. Rajanna was lost in his own thoughts contemplating on the right course of action.</p> <ol style="list-style-type: none"> <li>1. List the ethical values that were found in Rajanna.</li> <li>2. If you were in place of Rajanna, will you choose the principles &amp; morals taught by parents or you would go to any extent to keep up your election promises. Evaluate.</li> </ol>		
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**April 2022**

Programme:	MBA	Date: 20-04-2022
Subject Code/Course Code:	MBA2020-105	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Managerial Economics	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	Explain Cobb Douglas Production Function.	3	BL2
2	Differentiate between Isoquant and Isocost,	3	BL2
3	List out the objectives of Pricing Policy.	3	BL1
4	Why is price discrimination important in Pricing Strategies?	3	BL1
5	Explain the features of Perfect Competition.	3	BL2

**SECTION –B**

**Answer all questions**

**(3 QX 5 Marks= 15 Marks)**

6 a.	Determine the cost-output relationship in the short run and long run	5	BL5
b.	OR Explain in detail the production function with one variable.		
7 a.	What is product life cycle? Discuss the pricing over product life cycle.	5	BL5
b.	OR Discuss Sales Revenue Maximization Model in detail.		
8 a.	On 25 <sup>th</sup> August 2015, Seetha Sivakumar and Malini Raj – friends, ex-colleagues and partners in their new entrepreneurial venture were sitting at Seetha's residence in Hyderabad discussing the plans of their upcoming food outlet – SeeMa's Home Cuisine (SMHC). The two partners held meetings every day, discussing, debating on the various aspects of their business. 1. Identify the type of market structure case deals with. What do you think the seller in SMHC is called a price taker or price maker? 2. What are the features of SeeMa's Home cuisine?	5	BL6
b.	OR Seetha has been shopping from Big basket for her personal requirements. Having had a good experience with big basket she thought that SMHC could purchase groceries from there. Malini on other hand sourced fruits and vegetables for personal requirements from my home farm. However both of them were of the opinion that big baskets, my home farm or any online supplier of fresh fruits and vegetables may not be cost effective for their relatively larger kitchen. Seema and Malini liked the idea of sourcing their stock of fruits and vegetables for SMHC from one of the Rythu bazaar in Hyderabad. 1. Assess if SeeMa's Home cuisine would be benefitted from buying vegetables from Rythu Bazar? 2. Explain the features of Rythu Bazar vegetable market.		

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**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 18-04-2022
Subject Code/Course Code:	MBA2020-101	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Management & Organizational Behavior	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	Explain the steps in Perception process.	3	BL2
2	Differentiate Theory X and Theory Y.	3	BL1
3	Explain the process of turning groups to teams.	3	BL2
4	Explain the Behavioral theories of Leadership.	3	BL2
5	Identify the factors shaping Organizational Culture.	3	BL2

**SECTION –B**

**Answer all questions (Mandatory case from any of the Questions - 7b/8a)**

**(3 QX 5 Marks= 15 Marks)**

6. a.	Discuss the Big – Five Model of Personality. Do you think extroverts fair well compared to introverts?	5	BL4
b.	Explain the similarities and dissimilarities between Maslow and Herzberg theories.		
7. a.	In which stage does, conflicts arise. Discuss in detail by explaining the group development stages.	5	BL4
b.	<p style="text-align: center;"><b>OR</b></p> <p>Solanki is a man of principles. He has great respect for privacy of every individual. “A person’s life outside the office is his/ her own business”, says Solanki. “My only concern is what the individual does on the job.” He had recently attended Management Development Programme on “Discipline &amp; Leadership Action” &amp; was impressed by “hot stove approach” discussed by faculty member.</p> <p>1. List out the leadership traits of Mr. Solanki. 2. “If you were in place of Mr. Solanki, would you implement Hotstove approach to make employees work.” Justify.</p>		





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**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 21-04-2022
Subject Code/Course Code:	MBA 2020-108	Duration: 1Hr.
Subject Name/Course Name:	MS Excel for Business (T+P)	Max. Marks: 20 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**Question1**

For a class of five students starting roll numbers from 1214R1 to 1214R5 for three subjects namely MOB, MSEB and ME with internal marks not more than 30 and not less than 0 and external marks not more than 70 and not less than 0 and the students appeared for the exams during Mar'19, Sep'19, Mar'20 and Sep'20.

Roll Number	Subject	Internal	External	Total	Month & Year of Exam
1214R1	MOB	19	16	35	Sep'20
1214R1	MSEB	8	64	72	Mar'19
1214R1	ME	19	51	70	Mar'19
1214R2	MOB	9	5	14	Sep'20
1214R2	MSEB	10	56	66	Sep'19
1214R2	ME	17	25	42	Mar'20
1214R3	MOB	5	10	15	Sep'20
1214R3	MSEB	16	11	27	Sep'20
1214R3	ME	10	23	33	Sep'20
1214R4	MOB	15	51	66	Sep'19
1214R4	MSEB	6	26	32	Sep'20
1214R4	ME	4	51	55	Sep'19
1214R5	MOB	6	48	54	Mar'20
1214R5	MSEB	9	54	63	Mar'20
1214R5	ME	29	54	83	Mar'19

Write down the steps the following and executive the same and draw the outputs

1. Create a pivot table and
2. Insert a pivot chart
3. apply slicer to roll No 1214R9 and
4. apply filters to the subject MSEB

## Question2

For a class of 20 Students

Row\Column	A	B	C	D	E	F	G	H
1	Roll Number	MOB	AFB	SFM	MSEB	ME	Total	Average
2	1214R1	26	5	17	3	23	74	14.8
3	1214R2	19	19	21	31	33	?	?
4	1214R3	12	17	33	14	5	?	?
5	1214R4	40	11	35	30	39	?	?
6	1214R5	21	6	19	7	15	?	?
7	1214R6	26	29	19	12	38	?	?
8	1214R7	17	25		20	35	?	?
9	1214R8	18	1	29	3	26	?	?
10	1214R9			5	28	3	?	?
11	1214R10	37	11	3	20	13	?	?
12	1214R11	10	34	24	7		?	?
13	1214R12	17	18	6	3	16	?	?
14	1214R13	25		32	23	32	?	?
15	1214R14	19	40		8	7	?	?
16	1214R15	4	5	4	6	4	?	?
17	1214R16	40	33	38	2	16	?	?
18	1214R17	27	24	27	25	12	?	?
19	1214R18	17	19		21	23	?	?
20	1214R19	2	16	4	19	10	?	?
21	1214R20	28	0	16	9	32	?	?
22	Average Marks	21.3	?	?	?	?	?	?
23	Attempted	19	?	?	?	?	?	?
24	Sudent with more than 16 Marks	15	?	?	?	?	?	?

Write the syntax for calculating the following, steps in execution and draw the output

1. Total marks each student and calculate the same
2. Calculating the Average marks each student and calculate the same
3. Calculating the no. of students attempted and calculate the same
4. Calculating the no. of students got more than 16 Marks in each subject and calculate the same.

## Question3

For class of 5 students

Row\Column	A	B	C	D	E	F
1	Roll Number	Subject	Internal	External	Total	Status
2	1214R1	MOB	19	16	35	Fail
3	1214R1	MSEB	8	64		?
4	1214R1	ME	19	51		?
5	1214R2	MOB	9	5		?
6	1214R2	MSEB	10	56		?
7	1214R2	ME	17	25		?
8	1214R3	MOB	5	10		?
9	1214R3	MSEB	16	11		?
10	1214R3	ME	10	23		?

11	1214R4	MOB	15	51	66	Pass
12	1214R4	MSEB	6	26		?
13	1214R4	ME	4	51		?
14	1214R5	MOB	6	48		?
15	1214R5	MSEB	9	54		?
16	1214R5	ME	29	54		?

Condition 1: External Should be more than or equal to 28

Condition 2: Total should be more than or equal to 40

Write the steps in executing the following and draw the output

1. Calculate the total marks for each student
2. Write the syntax for IF condition
3. Write the status for Each student

#### Question4

For class of 5 students (using relative references in formulas)

Row\Column	A	B	C	D	E	F
1	Roll Number	Subject	Internal	External	Total	Status
2	1214R1	MOB	19	16	35	Fail
3	1214R1	MSEB	8	64		?
4	1214R1	ME	19	51		?
5	1214R2	MOB	9	5		?
6	1214R2	MSEB	10	56		?
7	1214R2	ME	17	25		?
8	1214R3	MOB	5	10		?
9	1214R3	MSEB	16	11		?
10	1214R3	ME	10	23		?
11	1214R4	MOB	15	51	66	Pass
12	1214R4	MSEB	6	26		?
13	1214R4	ME	4	51		?
14	1214R5	MOB	6	48		?
15	1214R5	MSEB	9	54		?
16	1214R5	ME	29	54		?

Write the Status as Pass if either of the condition is true

Condition 1: External Should be more than or equal to 28

Condition 2: Total should be more than or equal to 40

Write the steps in executing the following and draw the output

1. Calculate the total marks for each student
2. Write the syntax for IF condition
3. Write the status for Each student

#### Question5

Executive the following using VlookUp and Absolute Reference

Row\Column	A	B	C
1	S.No	Fruit Name	Price
2	1	Apple	₹ 20.00
3	2	Orange	₹ 5.50
4	3	Pineapple	₹ 30.00
5	4	Watermelon	₹ 120.00
6	5	Papaya	₹ 45.00
7	6	Grapes	₹ 45.00
8	7	Banana	₹ 56.00

9	8	Dragon fruit	₹ 78.00
10	9	Guva	₹ 56.00
11	10	Jammun	₹ 67.00

Apply the Vlookup

Output1

Fruitname	Price
Apple	₹ 20.00
Pineapple	?
Dragon fruit	?
Grapes	?
Watermelon	?

Output2

Fruitname	Price
Papaya	₹ 45.00
Guva	?
Banana	?
Jammun	?
Papaya	?

1. Write the syntax for VLOOKUP
2. Write the step in executing the above exercise
3. Write the output values for Output1
4. Write the Output values for Output2

#### Question6

Executive the TEXT Function for the following

Row\Column	A	B	C	D	E	F	G	H
1	Name	Upper case	Lower Case	Proper	Count of the Characters	First Three letter for the Name	Last Three letter for the Name	Middle 3 letter from position 3 from left)
2	Jyothi Kalyan	JYOTHI KALYAN	jyothi kalyan	Jyothi Kalyan	13	Jyo	yan	oth
3	Ram Charan	?	?	?	?	?	?	?
4	Taraka Rama Rao	?	?	?	?	?	?	?
5	Rebel Prabas	?	?	?	?	?	?	?
6	Konidhela Vara Prasad	?	?	?	?	?	?	?
7	Pavan Kalyan	?	?	?	?	?	?	?
8	Gatamaneni Mahesh Babu	?	?	?	?	?	?	?

Write the Syntax for all formulas used and draw the output tables



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King Koti Road, Hyderabad

**MBA I Year I Semester**  
**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 18-04-2022
Subject Code/Course Code:	MBA 2020-102	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Statistics for Management	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	What are the steps involved in Hypothesis Testing Procedure?	3	BL1
2	Explain the types of errors.	3	BL2
3	Discuss about 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.	3	BL2

**SECTION –B**

**Answer all questions**

**(3Q x 5 Marks= 15 Marks)**

6 a.	Discuss about the probability and non-probability of Sampling Methods? Explain with examples.	5	BL4
b.	An investigation of the relative merits of two kinds of flashlight batteries showed that a random sample of 100 batteries of brand 'A' 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 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.	A pharmaceutical company conducts an experiment to test the effect of a new cholesterol medication. The company selects 15 subjects randomly from a larger population. Each subject is randomly assigned to one of three treatment groups. Within each treatment group, subjects receive a different dose of the new medication. In Group 1, subjects receive 0 mg/day; in Group 2, 50 mg/day; and in Group 3, 100 mg/day. The treatment levels represent all the levels of interest to the experimenter, so this experiment used a <u>fixed-effects model</u> to select treatment levels for study.		



After 30 days, doctors measure the cholesterol level of each subject. The results for all 15 subjects appear in the table below:

DOSAGE		
Group 1, 0 mg	Group 2, 50 mg	Group 3, 100 mg
210	210	180
240	240	210
270	240	210
270	270	210
300	270	240

In conducting this experiment, the experimenter had two research questions:

1. Does dosage level have a significant effect on cholesterol level?

**OR**

b.

The number of scooter accidents per month in a certain town were as follows:

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%)

5

BL4

8 a.

Calculate the coefficient of correlation using the following data:

X	65	66	67	67	68	69	70	72
Y	67	68	65	68	72	72	69	71

**OR**

b.

From the following data, obtain the two regression equations:

X	12	10	14	18	16
Y	10	10	18	16	10

5

BL4

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**MBA I Year I Semester**  
**Internal – II Assessment Test**  
**April 2022**

Programme:	MBA	Date: 19-04-2022
Subject Code/Course Code:	MBA 2020-104	Duration: 1Hr 30 Mins.
Subject Name/Course Name:	Marketing Management	Max. Marks: 30 Marks
Name of the Student:		Roll No:

**Bloom's Level:**

Remember	BL1	Apply	BL3	Evaluate	BL5
Understand	BL2	Analyse	BL4	Create	BL6

Note: Give the level of question as per the Bloom's Taxonomy levels

**SECTION –A**

**Answer all questions**

**(5Q x 3 marks = 15 marks)**

Q.NO	QUESTIONS	Marks	BTL
1	Define Product Mix.	3	BL1
2	What is New Product Development?	3	BL2
3	What are the Characteristics of Consumer Behavior?	3	BL2
4	Explain Consumer Decision Process.	3	BL5
5	Define Industrial Markets.	3	BL2

**SECTION –B**

**Answer all questions**

**(3Q x 5 Marks= 15 Marks)**

6. a	Explain PLC with examples.	5	BL3
b	Explain the tools of Promotion Mix.		
7. a	What are the factors affecting Consumer Behavior?	5	BL2
b	Explain 7'Os of Consumer Behavior with examples.		
8 a	Rural marketing can be seen as a function which manages all those activities involved in assessing, influencing and converting the purchasing power into an effective demand for desired products and services, and providing them to the people in rural area to satisfy the consumers. 1. Explain the current issues in Rural Marketing.	5	BL6
b	Within Food Industry QSR is a specific type of restaurant that serves fast food cuisine and has minimal table service. It includes organized sector Chain and licensed standalone players Frozen dessert including ice creams, frozen yogurt and Café including bakery Casual Dine Restaurants and Fine Dine Restaurants, Hotel, Pub, Bar, Club and Lounge Unorganized sector includes Dhabas, Street stalls, Halwais, Roadside vendors, Food carts etc. People tend to visit QSR thought the food is available in other Hotels and Restaurants. 1. Analyze the role, factors affecting them, challenges faced and how to overcome them?		

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