Code No: PP18MBT01

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
MANAGEMENT THEORY AND ORGANIZATIONAL BEHAVIOUR

Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)

1   "A goal without a plan is just a wish". Comment on the need for planning to goal achievement.   [12M]

2   Discuss the advantages and disadvantages of delegation of authority   [12M]

3   Define organizational behavior. Explain the linkages of organizational behavior with other social sciences.   [12M]

4   Explain the different styles of leadership?   [12M]

5   a.   Explain the process of Perception.   [6M]

     b.   List out the factors that affect the process of Perception of an individual.   [6M]

6   Explain the features of Systems Approach in Management.   [12M]

7   a.   Briefly discuss about the importance of Organizational Structure.   [6M]

     b.   Explain benefits and problems of Functional Organizational Structure.   [6M]

PART-B
Answer the following **Compulsory** Question (1X12=12M)

8   Case Study:

     Companies A and B are software companies with same investment, size, and work   [12M]
     force have been competing with each other. All their costs, such as Office and
     Administrative expenses, have been the same. Company A has been earning around 1.2
     times of the net profit level when compared to the net profit earned by company B.
     The management of company B appointed a taskforce to find out the reasons for the
     same. On detailed analysis carried over by the task force, it was found that the
     motivation level of employees of company A was relatively far higher than that of
     company B. it was mainly on account of certain facilities provided to company A such
     as environment on the Office in terms of space for movement, lighting arrangements,
     canteen facilities, pickup and drop facility from home to company and back and a free
     membership of a local club. It was also found that emphasis of company A had free
     access to top management and every month employees achievements used to be
     recognized by giving them token prizes; handed over to them by the top management in
     person in a function organized by the company

Questions:
i) Identify the benefits provided by company A to the employees as per the Hertzberg's Two factor theory.
ii)Discuss the impact of the provisions provided by company A on the performance of employees and more returns for company A.

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
MANAGERIAL ECONOMICS

Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)

1.	Explain the role of managerial economist?	[12M]
2.	Explain elasticity of supply?	[12M]
3.	Explain how price output is determined in Monopolistic market?	[12M]
4.	Discuss the cost-output relationship in the short-run(U shaped)?	[12M]
5. a.	Define Time Perspective?	[6M]
b.	Explain Risk and Uncertainty?	[6M]
6. a.	What is Marginal Rate of Technical Substitution?	[6M]
b.	Explain the Law of Production Function with two variable (Isoquant)?	[6M[
7. a.	Define demand?	[6M[
b.	Explain types of Demand?	[6M[

PART-B
Answer the following **Compulsory** Question (1X12=12M)

8   Case Study:

The sales turnover and profit during two years were as follows: [12M]

YEAR	SALES(RS)	PROFIT(RS)
2017	1,40,000	15,000

| 2018 | 1,60,000 | 20,000 |

You are required to calculate:

i)   P/V Ratio
ii) Sales required to earn a profit of Rs. 40,000
iii) Profit when sales are Rrs. 1,20,000

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HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
ACCOUNTING FOR MANAGERS

Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)

1.   Define Accountancy and explain how it is useful for different users   [12M]
2.   a.   Briefly discuss various techniques of costing.   [6M]
     b.   Explain methods of casting   [6M]
3.   Describe briefly the basic accounting concepts and fundamental accounting   [12M]
          assumptions?

4.   a.   What is a Trial Balance. Explain its importance.   [6M]
     b.   Explain different types of Ratio Analysis   [6M]
5.   [12M]

Particulars	Debit(Rs)	Credit(Rs.)
purchases	14000	
sales		28800
Opening stock	3000	
Machinery	8000	
Cash	2000	
creditors		5500
Wages	3000	
Printing &stationary	1700	
capital		25000
Factory rent	300	
Commission		1000
Debtors	5000	
Salaries	4800	
Insurance	1200	
Buildings	15000	
Bills payable	2000	
Furniture	500	
Interest Received		800
Patents	4000	
Bank OD		3400

Total	64500	64500

The following is the Trial

Balance of Ram Lal on December 31st,2009

Adjustments:
1 Closing stock Rs 5500
2 outstanding printing charges Rs 300
3 Insurance paid in advance Rs 200
4 Unpaid Wages Rs 500
5 Commission Received in advance Rs 100
6 Interest accrued but not received 200.

6. Define funds flow analysis and explain it's objectives? [12M]
7. a.. Define Cost Accounting. Explain its uses. [6M]
   b. Differentiate b/w Financial Accounting Vs Cost Accounting? [6M]

PART-B
Answer the following **Compulsory** Question (1X12=12M)

8   Case Study:
   from the information calculate 1)current ratio 2)Quick ratio 3)Fixed Assets ratio 4)Debt – [12M]
   equity ratio5)Proprietary ratio
   Balance sheet of Pallavi limited as on 31st December ,2015

Liabilities	Amount	Assets	Amount

Equtiy share capital	1,00,000	Cash in hand	2,000
6%preference share capital	1,00,000	Cash at bank	10,000
7% debentures	40,000	Bills receivables	30,000
8%govt loans	20,000	Investments	20,000
Bank OD	40,000	Debtors	70,000
Creditors	67,000	Stock	40,000
Proposed dividend	10,000	Furniture	30,000
Reserves	1,50,000	Land, buildings	2,20,000
Provision for tax	20,000	Machinery	1,00,000
Profit and loss A/c	20,000	Goodwill	35,000
		Preliminary expenses	10,000
	5,67,000		5,67,000

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
BUSINESS COMMUNICATION

Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)
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1   Define Communication? Explain about Nature and classifications in   12M
     Business Communication?

2   Classify Cross cultural communication and explain Indian culture and   12M
     traditions?

3   What is Interpersonal communication? Explain importance of intrapersonal   12M
     communication in the organizations?

4   Explain briefly about business writing skills and what are the Essentials of   12M
     Effective Business Correspondence?

5   Write about the business correspondence letters? Explain different types of   12M
     Reports and Report styles?

6   Explain about Presentation and Techniques of presentation skills?   12M

7   a.   Briefly explain about the use of Technology in Business Communication.   6M

      b.   What is an Interview? Write about Interview Techniques?   6M

PART-B
Answer the following **Compulsory** Question (1X12=12M)

8   CASE STUDY:

Mr.Srinath, President, KLDC Technologies, ground his cigarette into the ashtray and thought. "Here go those Save - the - Earth people again". He had just read a copy of a memo that Mrs. Sandya, Vice- President, Finance had sent to Mahender, CEO, asking that smoking be prohibited throughout the premises of KLDC Technologies - both in their Delhi and Mumbai offices. Mrs. Sandya cited health dangers, reduced productivity, rights of non - smokers, and damage to company property. Mr.Srinath knew he could cite some arguments also: the rights of smokers, the unfairness of imposing new restrictions that were not in place when workers were hired, the reduced productivity due to stress from not smoking and the fact that other health -related productivity hazards (such as gross obesity) were not banned. He felt that he could easily get the support of Rahul, Vice President, Marketing, and Sreekanth, general manager, utilities, the two other smokers in the management. Following these developments, the CEO decides to hold a special meeting of the executive committee, made up of himself and the three vice presidents (which includes Rahul and Mrs.Sandya) the following week to discuss and resolve the issue. Regular parliamentary procedures are followed at these meetings.

QUESTIONS

Assume the role of Mahender the CEO. Compose a memo to the executive committee announcing the meeting and opening the agenda

Assume the roles of other participants in the meeting and carry on the discussion from your own point. Also write the minutes of the meeting.

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HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
LEGAL AND BUSINESS ENVIRONMENT

Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)
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1		Define Valid Contract? What are the essentialities of a valid contract?	[12M]
2		Describe Consumer Protection Act 1986?	[12M]
3		Explain Sale of Goods Act?	[12M]
4		What is monetary policy and how RBI uses monetary policy to control inflation in India	[12M]
5	a.	Write about the procedure for registration of Intellectual property rights	[6M]
	b.	Mention the actions taken against infringement of IPR act	[6M]
6		Explain about roles and responsibilities of NITIAYOG.	[12M]
7	a.	Explain and Indian Industrial policy?	[6M]
	b.	What are the duties and rights of partner?	[6M]

PART-B

Answer the following **Compulsory** Question (1X12=12M)

8   CASE STUDY: [12M]
Carbolic Smoke Ball Company issued an advertisement in a newspaper about its product, "the smoke ball" a preventive medicine against influenza. In the advertisement, the company offered to pay a sum of Rs.1,00,000/- as compensation to anyone who contacted influenza or a cold after having used the smoke ball according to the printed directions. The advertisement also contained that a sum of Rs. 1,00,000/- had been deposited with the Alliance bank to show the sincerity of the company. A lady, Mrs. Carllil relying on the advertisement purchased and used the smoke balls as per directions but still contacted influenza. She sued the company to claim the compensation of Rs.1,00,000/-. Held, it was a general offer and Mrs. Carllil had accepted it by her act, by performing the conditions for acceptance.

> **Questions**:
> 1. Analyze the case and highlight the important points in the case.
> 2. If you are in the place of Mrs.Carllil what could you do and how can you get compensation lawfully

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, DEC - 2018
QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS
Time: 3 hours   Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)
PART-A
Note: Answer any **FOUR** Questions.
All Questions Carry Equal Marks   (4X12=48M)
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1   Explain Binomial Probability distribution and fit a Binomial distribution to the following data.   [12M]

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

2   Explain Transportation Modi Algorithm?   [12M]

3   Calculate Spearman's Rank Correlation from the following.   [12M]

X	65	63	67	64	68	62	70	66	68
Y	68	66	68	65	69	66	68	65	71

4   Explain Assignment problems in Business decisions with an example?   [12M]

5   a.   Explain Decisions under risk.   [6M]

b.   Explain Decision making environment.   [6M]

6   Using Graphical method solve LPP problem.
Maximize $Z = 10X_1 + 8 X_2$
Subjects to the constraints $2X_1 + X_2 \leq 40$
$2X_1 + 3X_2 \leq 80$
And $(X_1 + X_2) \geq 0$ [12M]

7   a.   Explain PERT & CPM and its Advantages.   [6M]

b.   Draw the critical path and find out the minimum time for completion of the project.   [6M]

Job	A	B	C	D	E	F	G	H	I
Immediate	-	A	B	B	C	D	C	E,F	G,H
Expected time	5	7	2	3	1	2	1	3	10

PART-B
Answer the following **Compulsory** Question (1X12=12M)

8   CASE STUDY: [12M]

A marketing manager has five sales men and five districts. The marketing manager estimates that scales per month in hundred rupees for each sales men in each district would be follows:

Sales Man	Districts				
	A	B	C	D	E
1	32	38	40	28	40
2	40	24	28	21	36
3	41	27	33	30	37
4	22	38	41	36	36
5	29	33	40	35	39

Find maximum assignment sales?

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