PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
MANAGEMENT THEORY AND ORGANISATIONAL BEHAVIOUR
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNITin Part-A (5X12=60M)
UNIT-I
1 a) Describe the scope and importance of Management?   [6 M]
   b) Write a brief note of a development of Management thought?   [6 M]

(OR)

2 a) Explain the nature and principles of planning?   [6 M]
   b) Explain the role of corporate social responsibility in management?   [6 M]
UNIT-II
3 a) What is organizational design? Explain its need and significance?   [6 M]
   b) Discuss about feedback system in organizations?   [6 M]

(OR)

4 a) "Transactional analysis helps in improving communication", Explain?   [6 M]
   b) What are the important determinants of Personality?   [6 M]
UNIT-III
5 a) Define Leadership? Explain problems of women leaders in India?   [6 M]
   b) 'An Individuals attitude is formed with experienced gain", explain?   [6 M]

(OR)

6 a) What are the various approaches to organizational behavior?   [6 M]
   b) Discuss about Perceptual process?   [6 M]
UNIT-IV
7 a) What is a group? Explain why people join Groups?   [6 M]
   b) What is Motivation? Explain Alderfer's ERG theory?   [6 M]
(OR)

8 a) Compare and contrast motivational theories given by Maslow and McClleland? [6 M]
   b) Describe about Group Dynamics in organization?   [6 M]
UNIT-V
9 a) What is organization culture? How it is measured?   [6 M]
   b) Discuss about organizational effectiveness?   [6 M]

(OR)

10 a) How organizational culture is created in organizations?   [6 M]
   b) What are the approaches to organizational culture?   [6 M]
PART-B
Answer the following **Compulsory** Question (**1X10=10M**)
11   CASE STUDY: [10M]

Kavery Limited publishes fortnightly magazine titled *Kavery*. The magazine is published in four regional languages. The company has its own printing press with M.S.Subramaniam as press manager. He is responsible for the overall working of the press. The press runs on two-shift basis for six days per week perform all activities related to magazine printing that is, starting from

typesetting stage to binding stage. For makingmagazine successful, its timely publication is one of the crucial factors. The press manager has total employee strength of nearly 300 with six persons at the senior management level who work in the day shift and 25 supervisors and 120 operators for each of two shifts. Each supervisor has 4 to 10 operators directly reporting to him. The number of operators reporting directly to a supervisor varies according to nature of work involved in different sections.

One day, the press manager attended a seminar on management by objectives organized by the local management association and addressed by a consultant on management by objectives. He was highly inspired by the theme of management by objectives and intended to install this system in the press. He was very much sure that he would make performance evaluation of the employees easier and improve their productivity.

Subramaniam worked several days on what the output objective of the press would be. After finishing this work, he called a meeting of his senior staff. He gave a written statement containing the objectives of each functional area of the press to senior staff members and requested each member to review the objectives, ask questions for clarification, and then prepare specific operational plans and quotas for his respective departments, supervisors, and operators.

Questions:
a) Is this a workable MBO system? Explain your stand.
b) Had you been the press manager, would you have proceeded to install MBO differently? Why?
c) As the press manager, how will you proceed to define press's objectives?

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
MANAGERIAL ECONOMICS
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNITin Part-A (5X12=60M)

UNIT-I

1   What do you mean Managerial Economics? State its relationship with other areas of economics?   [12M]

(OR)

2   What do you mean Risk? How you tackle the risk and uncertainty in the modern business?   [12M]

UNIT-II

3   Differentiate between Law of demand and Elasticity of Demand? Explain various types of Price Elasticity of Demand.   [12M]

(OR)

4   Define Demand Forecasting? What are the modern techniques of Demand Forecasting?   [12M]

UNIT-III

5   What do you mean Iso-quants in Production Analysis? State Production function with Two variable inputs   [12M]

(OR)

6   Explain about Returns to Scale and Laws of returns in Production Function?   [12M]

UNIT-IV

7   Do you agree Cost and Price are not the same? Explain various Cost concepts?   [12M]

(OR)

8   What is the importance of Cost-Volume-Profit analysis in today's Modern Business?   [12M]

UNIT-V

9   Define Market? Explain about Perfect Competition Market and Monopolistic market?   [12M]

(OR)

10   Explain in brief various Modern Pricing Techniques with suitable examples?   [12M]

PART-B
Answer the following Compulsory Question (**1X10=10M**)

11   CASE STUDY: [10M]
The capital elasticity of output is estimated at 0.3 and capital intensity at 0.5 determine the Marginal Rate of Technical Substitution (MRTS) between capital and labour used in the productive process by a profit maximizer. Suppose that the estimated MRTS corresponds to an optimum output level and that the rental rate for capital is 20% determine the total cost of employing 800 labourers. Assume a Cobb-Douglas type of production function.

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
ACCOUNTING FOR MANAGERS
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A

Answer One Question from each UNIT in Part-A (5X12=60M)

UNIT-I

1   Briefly explain Generally accepted principles (GAAP).   [12M]

(OR)

2   Explain the Concepts and Conventions of Accounting?   [12M]

UNIT-II

3   Prepare Trading account from the following ledger balances presented by P.Sen   [12M]
       as on 31st March, 2022.

Particulars	Rs.	Particulars	Rs.
Stock(1-4-2021)	10000	Sales	300000
Purchases	160000	Return inward	16000
Wages	30000	Return Outward	10000
Carriage inwards	10000	Gas and Fuel	8000
Freight inwards	8000		

Additional information:

I.   Stock on 31st March, 2016 Rs. 20,000

ii. Outstanding wages amounted to Rs. 4,000

iii. Gas and fuel was paid in advance for Rs. 1,000

(OR)

4   State with reasons whether the following are capital or revenue expenditures: [12M]

(i) A new machine is purchased for ₹ 60,000, ₹ 800 were spent on its carriage
and ₹ 1,500 were paid as wages for its installation.

(ii) A sum of ₹ 10,000 was spent on painting the new factory.

(iii) ₹ 5,000 paid for the erection of a new machine.

(iv) ₹ 2,000 were spent on repairs before using a second-hand generator
purchased recently.

(v) ₹ 1,500 were spent on the repair of machinery.

(vi) ₹ 10,000 was paid as brokerage on the issue of shares and other expenses of
the issue were ₹ 25,000.

UNIT-III

5

Particulars	Rs.	Particulars	Rs.
Equity Share Capital	5,00,000	Land & Building	1,00,000
Preference share capital	2,00,000	Machinery	4,00,000
General Reserve	1,00,000	Furniture	50,000
Secured Loan	3,00,000	Inventory	3,00,000
Sundry Creditors	1,00,000	Sundry Debtors	3,00,000
		Cash/Bank Balance	50,000
	12,00,000		**12,00,000**

[12M]

Calculate Following Ratios from the above balance sheet:
1. Current Ratio
2. Liquid Ratio
3. Proprietary Ratio
4. Stock Working capital Ratio
5. Capital Gearing Ratio
6. Debt Equity Ratio

(OR)

6   What is Ratio Analysis? Explain the liquidity and activity Ratios?   [12M]

UNIT-IV

7   Write the concepts Gross Working Capital and Net Working Capital?   [12M]

(OR)

8   The bank balance of a business firm has increased during the last financial year   [12M]
by Rs.1,50,000. During the same period it issued shares of Rs.2,00,000 and
redeemed debentures of Rs.1,50,000. It purchased fixed assets for Rs. 40,000 and
charged depreciation of Rs.20,000. The working capital of the firm, other than
bank balance, increased by Rs.1,15,000 during the period. Calculate the profit of
the firm for the year.

UNIT-V

9   Write the difference between Financial Vs Management Accounting?   [12M]

(OR)

10   Calculate prime cost from the following information: [12M]
Opening stock of raw material - Rs. 12500.
Purchased raw material - Rs. 75000.
Expenses incured on raw material -Rs. 5000.
Closing stock of raw material - Rs. 22500.
Wages - Rs. 47600.
Direct expenses -Rs. 23400.

PART-B
Answer the following Compulsory Question (**1X10=10M**)

11   CASE STUDY: [10M]
Talent sports Club is engaged in the activity of identifying and promoting sports
talent from rural and tribal areas of the country. Identifying with this Noble cause
Mr Manohar a renowned industrialist donated ₹ 50,00,000 on 1stJuly 2020, for
the construction of a new hostel and mess for upcoming sportsmen. Besides this
Mr Manohar offered the services of his personal chartered accountant,free of
charge, to streamline the account of Total Sports Club. The chartered accountant
visited the office of the NPO on 31st March 2021 and found that till date rupees
35,00,000 had been spent on construction of hostel and mess building. he also
noted that the NPO had a capital fund of Rs.1,20,00,000 in the beginning of the
year. Other important points that he noted were that NPO had 2000 regular
members each having an annual subscription of Rs.2000 per annum. On 1stApril
2020, 180 members had not paid for subscription of previous year and 20
members had paid for 2020-2021 in advance (out of which 5 had paid advance

of2021- 2022 as well) 31st March 2021, 110 Members he had outstanding balance (hey including 50 who had not paid for 2019-20 as well) and 25 members had paid for 2021- 2022 in advance (including all 5 who had paid in advance in 2019-20) Since the accountant of NPO was not clear about how to deal with all the above information he drafted a set of questions for guidance. Considering that you are the Chartered Accountant of Mr. Manohar answer the following questions based on the information detailed above.

1. The amount of Rs. 50,00,000 received from Mr Manohar towards building and mess should be transferred to
a. Capital fund b. General fund c. Income and Expenditure account d. Building fund

2. The amount of Rs. 35,00,000 spent on construction of building should be:
I. reflected on debit side of income and expenditure account as an expense.
II. reflected on asset side of balance sheet.
III. reflected as a deduction from Building fund and addition to capital fund.
IV. Not be recorded till the building is complete.
On basis of given information choose which of the following stands true
a. Only IV b. BothI and IV c. Both II and III d. None of these

3. The amount of subscription in arears on 1st April 2020 is:
  a. ₹ 3,60,000 b. ₹ 3,00,000 c. ₹ 2,000 d. ₹ 1,80,000

4. The amount of subscription in arears on 31st March 2021 is:
    a. ₹ 2,20,000 b. ₹ 3,60,000 c. ₹ 3,20,000 d. ₹ 1,80,000

5. The amount of subscription in advance on 31st March 2021 is:
a. ₹ 40,000 b. ₹ 50,000 c. ₹ 10,000 d. None of these

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
BUSINESS COMMUNICATION
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNIT in Part-A (5X12=60M)

UNIT-I

1	Discuss the process and objectives of communication?	[12M]

(OR)

2	What is Listening? Explain various Types of Listening?	[12M]

UNIT-II

3	Distinguish between formal and informal communication?	[12M]

(OR)

4	List and explain the different barriers to communication	[12M]

UNIT-III

5	What are some cultural differences in communication?	[12M]

(OR)

6	Describe in detail different Communication Etiquettes.	[12M]

UNIT-IV

7	Explain any two types of business letters with example.	[12M]

(OR)

8	Explain the meaning and significance of report writing and outline its structure? List the mechanics of writing.	[12M]

UNIT-V

9	Explain different types of presentation?	[12M]

(OR)

10	What is Interview and Explain different types of Interviews?	[12M]

PART-B
Answer the following Compulsory Question (**1X10=10M**)

11 CASE STUDY: [10M]

Sushma works in Infosoft solutions Pvt Ltd. She works there as project leader. Occasionally her job demands coming early for her duties or stay till late evening hours. Once she was handling 2 projects simultaneously and on one such day, she had convened a meeting with her team members regarding project delivery. She had called her team members at 8:00 hours. Sushma is a disciplinarian and generally she follows duty timings strictly. Discipline starts with me, was her firm principle. She had made a habit of coming 5 minutes early at least. However, on that day she could not make meeting time of 08:00 hours and she was worried of her reputation could be at stake. Time was 08:05 and she reached main gate of her company. Hurriedly she swiped her card and rushed towards board room. That time few housemen were doing cleaning. One of the housemen had spread soap solution on the floor. Unaware of what is on the floor, she continued to rush to the board room. In hurry, Sushma slipped her foot. The floor was made of marbles and soap solution was sprinkled over it. The floor had become quite slippery. Sushma could not control her balance

on the slippery floor and fell down. Slippery floor dragged her couple of feet further. The impact was so strong that she wailed loudly. Her team members rushed to help her. Somehow, she could get up with the help of her team members. Considering her wailing because of pain, she was taken to the hospital. In the hospital it was discovered that her hip bone was broken. Later she was immobile for about two months because of hip injury. Later in investigation, it was revealed that the houseman was cleaning the floor had not put the display board "Caution: Floor is Wet".

Questions:
a) Identify the Sushma situation and attitude to handling two projects simultaneously?
b) If you are in the place of Sushma did you face the same situation? Give reason?
c) Did the houseman done right thing, not to display the board "Floor is Wet"

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HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
LEGAL AND BUSINESS ENVIRONMENT
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNIT in Part-A (5X12=60M)

UNIT-I

1	Suggest how NITI Aayog can play a better role in Economic Development of India.	[12M]

(OR)

2	Why is environmental scanning important in business?	[12M]

UNIT-II

3	List out the main components of political environment.	[12M]

(OR)

4	How industrial policy of 1991 affected the industrial growth and development in India.	[12M]

UNIT-III

5	Examine the parties involved in Negotiable Instrument Act,	[12M]

(OR)

6	Write about intellectual property rights.	[12M]

UNIT-IV

7	Whether every company is required to alter its Articles of Association as per the new format under the companies	[12M]

(OR)

8	a)	Which are the institutions that help to enforce the IT Act in India?	[6M]
	b)	Write the scope of the IT Act, 2000.	[6M]

UNIT-V

9	Explain main Features of FEMA.	[12M]

(OR)

10	Explain about the conditions and warranties.	[12M]

PART-B
Answer the following Compulsory Question (**1X10=10M**)

11	CASE STUDY:	[10M]

India's problem is not lack of resources; it is the inability and unwillingness to mobilize resources into the public sector. The Indian economy is not facing a resources crisis; it is confronting a fiscal crisis. The reasons for this are the steady decline over the years in the share of direct taxes in spite of the fact that both incomes and savings of the top 10 percent of the households in the country have been steadily increasing. The government does not appear committed to placing greater reliance on direct taxes to mobilize resources. It is unwilling to tax the rich and therefore has no option except to fall back on indirect taxes and rely more than ever on borrowing from those who expect interest and tax concessions from temporarily parting with their resources to enable the government to continue its 'development program'. Grave inter-sectoral imbalances also exist in India's tax structure because agricultural incomes are virtually tax free. The Raj committee has recommended the introduction of an agricultural tax to remove this inequity, built the state government did nothing to implement the recommendation. The long-term fiscal policy also did nothing to eliminate this inter sectoral inequity.

Public sector enterprises failed to generate the contemplated re-investable surplus and the small surplus that becomes available from these enterprises was not attributable to improved efficiency.

The fiscal deficit reflects the total resource gap, which equals the excess of total government expenditure over total government revenue and grants. The fiscal deficit thus fully indicates the indebtedness of the government.

Suggest some remedies for the new fiscal policy to combat fiscal crisis.
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HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS
(Common to all Specializations)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNIT in Part-A (5X12=60M)

UNIT-I

1   What is Hypothesis? Illustrate the types the types of hypothesis.   [12M]

(OR)

2   Simplify the use of Chi-square (χ^2) test   [12M]

UNIT-II

3   Explain null hypothesis and the steps of hypothesis testing procedure.   [12M]

(OR)

4   Compare various measures of central tendency with suitable examples.   [12M]

UNIT-III

5   For the following data on number of days required to fill orders for Dawson   [12M]
     Supply, Inc., and J.C. Clark Distributors find the range and standard deviation.
     Also find who more consistent and reliable delivery times is.
     Dawson Supply Days for Delivery:11   10   9   10   11   11   10   11   10   10
     Clark Distributors Days for Delivery:8   10   13   7   10   11   10   7   15   12

(OR)

6   The average stock price for companies making up the S&P 500 is $30, and the   [12M]
     standard deviation is $8.20 (Business Week, Special Annual Issue, and Spring
     2003). Assume the stock prices are normally distributed.
     a. What is the probability a company will have a stock price of at least $40?
     b. How high does a stock price have to be to put a company in the top 10%?

UNIT-IV

7   Explain about the various types of decisions with examples.   [12M]

(OR)

8   Demonstrate 4 characteristics of Binomial Distribution using a business example.   [12M]

UNIT-V

9   A table below shows the treatment cost (in Rs.) of 30 patients admitted at the   [12M]
     'Get-Well-Soon' hospital for cardiac ailments and their age in years.
     Age Vs Treatment Cost (Rs.)

Age	22	26	27	30	31	8	9
Cost	125966	128045	128584	128699	130443	121293	120773

     A. Estimate regression coefficients
     B. Develop regression model and interpret the coefficients.

(OR)

10   Is gender independent of education level? A random sample of 395 people were   [12M]
     surveyed and each person was asked to report the highest education level they

obtained. The data that resulted from the survey is summarized in the following table:

	High School	Bachelors	Masters	Ph.d.	Total
Female	60	54	46	41	201
Male	40	44	53	57	194
Total	100	98	99	98	395

QUESTION. Are gender and education level dependent at 5% level of significance? In other words, given the data collected above, is there a relationship between the gender of an individual and the level of education that they have obtained?

<u>PART-B</u>
Answer the following Compulsory Question (**1X10=10M**)

11 CASE STUDY: [10M]
The manager of an automobile dealership is considering a new bonus plan designed to increase sales volume. Currently, the mean sales volume is 14 automobiles per month. The manager wants to conduct a research study to see whether the new bonus plan increases sales volume. To collect data on the plan, a sample of sales personnel will be allowed to sell under the new bonus plan for a one-month period. Develop the null and alternative hypotheses most appropriate for this situation.

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PACE INSTITUTE OF TECHNOLOGY& SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MAY - 2022
RETAIL MARKETING MANAGEMENT
(COMMON TO ALL SPECIALIZATIONS)

Time: 3 hours   Max. Marks: 70

Note: Question Paper consists of Two parts (Parts-A and Part-B)

PART-A
Answer One Question from each UNIT in Part-A (5X12=60M)

UNIT-I

1   Briefly explain about Organized Retailing in India. Explain the recent developments of retail marketing in India. [12M]

(OR)

2   Explain the special characteristics of services retailing in brief? [12M]

UNIT-II

3   What is target market and explain its salient features? [12M]

(OR)

4   Explain the Strategic Retail Planning Process. [12M]

UNIT-III

5   What are the factors which play a significant role in the location choice of a particular store in a particular city? [12M]

(OR)

6   Explain briefly setting and measuring performance objectives. [12M]

UNIT-IV

7   Define Inventory Management. Explain its Importance in Retailing. [12M]

(OR)

8   What are the four important quality standards used as a tools to control retail inventory? [12M]

UNIT-V

9   Explain the factors influencing retail shopper behavior. [12M]

(OR)

10 Explain the significance of branding in retail management. [12M]

PART-B
Answer the following Compulsory Question (**1X10=10M**)

11 CASE STUDY:

Mr.Kamesh, a middle aged graduate business man owns and runs a 50 years old gift items emporium which he had inherited from his late father about a decade back. This emporium is the oldest shop located in one of the busiest and highly commercial markets of South Delhi, which is surrounded by a series of modern retail shops each of them offering a variety and specialized merchandise from mobile accessories to premium brand of apparels and other services to the customers. [10M]

The emporium as mentioned earlier is the oldest outlet yet strategically located in the market place and stocks reasonably good merchandise. However, the outlet is very old and has a traditional look without any changes since its inception. Since the last couple of years Mr.Kamesh, was keenly observing and realized that despite being the oldest shop offering a wide range of merchandise at value for money prices and with a reasonably loyal clientele found that the business was slowing down consistently signaling the onset of poor demand and

thereby affecting the sales and profits.

Disheartened by the current state of the business Mr.Kamesh was trying to identify and figure out the reasons for its poor performance and is all set to improve the foot falls in the near future if he gets the right guidance and direction to turn around.

Question:

a) What kind of alternative strategies would you recommend to be undertaken to make the emporium more attractive for the shoppers?

b) Elaborate on the key atmospheric components that Mr.Kamesh should focus upon.

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