

Code No: PP18MBT03

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END SUPPLEMENTARY EXAMINATIONS, MARCH - 2023
ACCOUNTING FOR MANAGERS
(Common to all Specialization)

Time: 3 hours

Max. Marks: 60

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

PART-AAnswer any **Four** questions in Part A (**4X12=48M**)

1		Explain the concepts and conventions of accounting?	12M																
2	a.	Briefly write about accounting process?	6M																
	b.	Importance of preparing financial statements? Difference between capital and revenue accounts	6M																
3		“Accounting ratios are mere guides and complete reliance on them in decision making is suicidal”. Elucidate.	12M																
4		What are the chief advantages of cash flow statement? How to prepare cash flow statement according to AS3	12M																
5	a.	Elucidate the role of cost accountant?	6M																
	b.	Briefly write about methods of costing?	6M																
6		The following data has been extracted from the annual accounts of a company: Calculate from the above the following details: (i) Return on capital employed (ii) Return on net worth. <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>PARTICULATS</th><th>(lakhs Rs.)</th></tr> </thead> <tbody> <tr> <td>20,000 equity shares of 10 each</td><td>200</td></tr> <tr> <td>General reserve</td><td>156</td></tr> <tr> <td>Investment allowance reserve</td><td>50</td></tr> <tr> <td>15% long term loan</td><td>300</td></tr> <tr> <td>Profit before tax</td><td>140</td></tr> <tr> <td>Provision for tax</td><td>84</td></tr> <tr> <td>Proposed dividends</td><td>10</td></tr> </tbody> </table>	PARTICULATS	(lakhs Rs.)	20,000 equity shares of 10 each	200	General reserve	156	Investment allowance reserve	50	15% long term loan	300	Profit before tax	140	Provision for tax	84	Proposed dividends	10	12M
PARTICULATS	(lakhs Rs.)																		
20,000 equity shares of 10 each	200																		
General reserve	156																		
Investment allowance reserve	50																		
15% long term loan	300																		
Profit before tax	140																		
Provision for tax	84																		
Proposed dividends	10																		
7	a.	Define cost accounting and explain the advantages of it?	6M																
	b.	Write about double entry system of accounting?	6M																

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

8		CASE STUDY:	10M
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From the following Trail balance of Mehtha & Co. prepare trading and profit & loss a/c for the year ending 31st March 2019 and balance sheet as on that date.

	Dr. Rs.	Cr. Rs.
Purchases	20,750	
Discount allowed	1,300	
Wages	6,500	
Salaries	2,000	
Travelling expenses	400	
Sales		35,000
Commission	425	
Carriage inward	275	
Administration expenses	105	
Trade expenses	600	
Interest	250	
Building	5,000	
Furniture	200	
Debtors	4,250	
Capital		13,000
Creditors		1,100
Cash	7,045	
	49,100	49,100

Additional Information:

Closing Stock was Rs.6,000/- Depreciate buildings by 20%, create a provisions for bad debts at 10% on debtors, outstanding wages Rs.475.

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
ACCOUNTING FOR MANAGERS
(Common to all Specialization)

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 (5X12=60M)

Q.No.	Questions	Marks	CO	KL																				
UNIT-I																								
1.	What do you understand by double entry book keeping? What are its advantages?	[12M]	1	1																				
OR																								
2.	Define Accounting cycle? Explain various steps in accounting cycle.	[12M]	1	2																				
UNIT-II																								
3.	From the following balances as on 31st December, 2017, prepare profit and loss account. <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Particulars</th> <th>Rs.</th> <th>Particulars</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>Gross Profit</td> <td>50000</td> <td>Rent received</td> <td>2000</td> </tr> <tr> <td>Salaries</td> <td>18000</td> <td>Discount Received</td> <td>3000</td> </tr> <tr> <td>Office rent paid</td> <td>12000</td> <td>Carriage outwards</td> <td>2500</td> </tr> <tr> <td>Advertisement</td> <td>8000</td> <td>Fire insurance premium</td> <td>6500</td> </tr> </tbody> </table> <p>i Rent accrued but not yet received Rs. 500 ii. Fire insurance premium prepaid to the extent of Rs. 1,500</p>	Particulars	Rs.	Particulars	Rs.	Gross Profit	50000	Rent received	2000	Salaries	18000	Discount Received	3000	Office rent paid	12000	Carriage outwards	2500	Advertisement	8000	Fire insurance premium	6500	[12M]	2	6
Particulars	Rs.	Particulars	Rs.																					
Gross Profit	50000	Rent received	2000																					
Salaries	18000	Discount Received	3000																					
Office rent paid	12000	Carriage outwards	2500																					
Advertisement	8000	Fire insurance premium	6500																					
OR																								
4.	State whether the following expenditure are Capital, Revenue or Deferred Revenue. Give reasons: (i) Furniture of the book value of ₹ 10,000 was sold off at ₹ 2,500 and new furniture of the value of ₹ 6,000 was acquired, cartage on purchase ₹ 50. (ii) Temporary was constructed costing ₹25,000. These are necessary for the construction of the new building and were demolished when the buildings were ready. (iii) Replacement of old machine by a new one. (iv) Damages paid by a transport company to its passengers injured in an accident. (v) ₹40,000 was spent in dismantling and removing the machinery from old sites to a more suitable site. (vi) Removal of stock from the old site to new site cost 420,000. The new site is more favourably located.	[12M]	2	6																				
UNIT-III																								

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5.	Following is the Income Statement of Durv Pvt. Ltd. For the year ended 31st March 2017.	[12M]	3	6																						
	<table border="1"> <thead> <tr> <th>Particulars</th> <th>Rs.</th> </tr> </thead> <tbody> <tr> <td>Net Sales</td> <td>12,00,000</td> </tr> <tr> <td>Less: Cost of goods Sold</td> <td>7,00,000</td> </tr> <tr> <td>Gross Profit</td> <td>5,00,000</td> </tr> <tr> <td>Less: Operating Expenses</td> <td>2,00,000</td> </tr> <tr> <td>Operating Profit</td> <td>3,00,000</td> </tr> <tr> <td>Add: Non –operating income</td> <td>45,000</td> </tr> <tr> <td></td> <td>3,45,000</td> </tr> <tr> <td>Less: Non –operating Expenses</td> <td>25,000</td> </tr> <tr> <td>Profit before Tax</td> <td>3,20,000</td> </tr> <tr> <td>Tax Rate is 40%</td> <td></td> </tr> </tbody> </table> <p>Calculate: 1) Gross Profit Ratio; 2) Operating Ratio; 3) Net operating Profit Ratio and 4) Net Profit Ratio.</p>	Particulars	Rs.	Net Sales	12,00,000	Less: Cost of goods Sold	7,00,000	Gross Profit	5,00,000	Less: Operating Expenses	2,00,000	Operating Profit	3,00,000	Add: Non –operating income	45,000		3,45,000	Less: Non –operating Expenses	25,000	Profit before Tax	3,20,000	Tax Rate is 40%				
Particulars	Rs.																									
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Less: Non –operating Expenses	25,000																									
Profit before Tax	3,20,000																									
Tax Rate is 40%																										
OR																										
6.	Explain the purpose of Scope of financial analysis?	[12M]	3	2																						
UNIT-IV																										
7.	Explain the difference between Funds Flow and Cash Flow statements?	[12M]	4	2																						
OR																										
8.	X and Y purchased a secondhand machine for Rs.8,000 on April 1, 2013 and spent Rs.3,500 on overhauling and installation. Depreciation is written-off 10% p.a. on original cost. On June 30, 2016, the machine was found to be unsuitable and sold for Rs.6,500. What is the loss to be written-off?	[12M]	4	6																						
UNIT-V																										
9.	What are the Elements of Cost? Briefly explain those Elements with example.	[12M]	5	1																						
OR																										
10.	Explain the difference between Cost, Financial and Management accounting.	[12M]	5	2																						
<u>PART-B</u>																										
Answer the following Compulsory Question (1X10=10M)																										
11	CASE STUDY:	[10M]																								

	<p>CASE STUDY: Read the following hypothetical text and answer the given questions: Amit and Mahesh were partners in a fast-food corner sharing profits and losses in ratio 3:2. They sold fast food items across the counter and did home delivery too. Their initial fixed capital contribution was ₹1,20,000 and ₹80,000 respectively. At the end of first year their profit was ₹ 1,20,000 before allowing the remuneration of ₹.3,000 per quarter to Amit and ₹.2,000 per half year to Mahesh. Such a promising performance for first year was encouraging, therefore, they decided to expand the area of operations. For this purpose, they needed a delivery van, a few Scotties and an additional person to support. Six months into the accounting year they decided to admit Sundaram as a new partner and offered him 20% as a share of profits along with monthly remuneration of ₹ 2,500. Sundaram was asked to introduce ₹1,30,000 for capital and ₹.70,000 for premium for goodwill. Besides this Sundaram was required to provide Rs.1,00,000 as loan for two years. Sundaram readily accepted the offer. The terms of the offer were duly executed and he was admitted as a partner.</p> <p>1. Remuneration will be transferred to _____ of Amit and Mahesh at the end of the accounting period. a. Capital account. b. Loan account. c. Current account. d. None of the above.</p> <p>2. Upon the admission of Sundaram the sacrifice for providing his share of profits would be done: a) by Amit only. (b) by Mahesh only. (c) by Amit and Mahesh equally. (d) by Amit and Mahesh in the ratio of 3:2</p> <p>3. Sundaram will be entitled to a remuneration of _____ at the end of the year.</p> <p>4. While taking up the accounting procedure for this reconstitution the accountant of the firm Mr. Suraj Marwaha faced a difficulty. Solve it by answering the following: For the amount of loan that Sundaram has agreed to provide, he is entitled to interest thereon at the rate of _____.</p>		6

Code No: PP21MBT04

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
BUSINESS COMMUNICATION
(Common to all Specialization)

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 (5X12=60M)**

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Define communication? List the different types of communication.	[12M]	1	1
OR				
2.	Discuss the Essentials of Good Listening?	[12M]	1	6
UNIT-II				
3.	Elucidate the different models for Inter-personal Communication?	[12M]	2	2
OR				
4.	Explain the Role of Emotion in Interpersonal Communication.	[12M]	2	2
UNIT-III				
5.	'A substantial portion of our communication is non-verbal' – Explain.	[12M]	3	2
OR				
6.	Describe the essentials of effective business correspondence.	[12M]	3	2
UNIT-IV				
7.	Explain the mechanics of letter arrangement with help of an example.	[12M]	4	2
OR				
8.	Write a report to Globareena Software Developers, on the feasibility of establishing a computer training institute in Assam.	[12M]	4	2
UNIT-V				
9.	Explain the format of presentation. Also write about assertiveness.	[12M]	5	2
OR				
10.	What are the essentials for communication in an interview? Explain giving suitable examples.	[12M]	5	1

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

11	CASE STUDY:	[10M]		1
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Code No: PP21MBT04

	<p>Brahma Steels Limited is a big factory with a turnover of Rs.100 crores and with 4000 workers. You are an aspiring entrepreneur and you went to that factory to meet its Manager Mr. Krishna, to know about the best practices followed in the factory. While you were conversing with Mr. Krishna, he was interrupted several times. First, his assistant called him to get his approval to take some material from the office stationery. Next, one of his suppliers called him to inform him that the order placed by the factory is ready for dispatch. Then, a customer rang him up to know if there could be a discount in the percentage on the product ordered by him. At this juncture, you witnessed Mr. Krishna rejecting his request and speaking to the customer rudely. Finally, a supervisor came to him to complain that one part of a machine in the production department was broken and the production may suffer. On hearing that, Mr. Krishna unmindful of your presence, left the cabin to observe the machine immediately.</p> <p>Question:</p> <ol style="list-style-type: none"> 1. Is Mr. Krishna performing the role of a manager? 2. What are your suggestions to improve his managerial style? 			

Code No: PP21MBT05

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
LEGAL & BUSINESS ENVIRONMENT

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 (5X12=60M)**

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the steps involved in Environmental Scanning.	[12M]	1	2
OR				
2.	Explain factors influencing the business environment.	[12M]	1	3
UNIT-II				
3.	Define monetary policy. Critically examine the working of monetary system in our country.	[12M]	2	3
OR				
4.	Analyze Relative merits and demerits of Economic System.	[12M]	2	2
UNIT-III				
5.	a) Define Negotiable Instruments, What are the different kinds of Negotiable Instruments?	[6M]	3	2
	b) How Negotiable Instruments will be discharged?	[6M]	3	3
OR				
6.	What is meant by Intellectual Property? Why does intellectual property need to be promoted and protected?	[12M]	3	3
UNIT-IV				
7.	Whether every company is required to alter its Articles of Association as per the new format under the companies	[12M]	4	2
OR				
8.	a) Analyze various modes or manners of committing Cybercrime?	[6M]	4	3
	b) Identify conditions necessary for the dissolution of partnership?	[6M]	4	2
UNIT-V				
9.	What Consumers Rights are guaranteed under Consumer Protection Act?	[12M]	5	2
OR				
10.	Explain about Sales of Goods Act 1930.	[12M]	5	2

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

11	CASE STUDY:	[10M]	4	4
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Code No: PP21MBT05

	<p>WiTech, a Canadian company in the field of wireless phones and PDAs, is working on perfecting voice-over WiFi devices. In order to demonstrate progress, the R&D director had a patent issued in Canada and the United States. The patent probably should not have been issued because the project manager knew that there were two serious problems: some of the work described had not been done at the time of the filing, and he had purposely failed to disclose some information that he was aware of that would have likely blocked the patent.</p> <p>WiTech's senior management is questioning if they should sue a small company in the U.S. for patent infringement. The project manager must now consider ethical issues when asked to offer an opinion on the lawsuit.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Can IP engage ethical issues? 2. What tests are needed to determine patentability? 3. What should the R&D director have done to protect the invention? 			

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
MANAGERIAL ECONOMICS
(Common to all Specialization)

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 (5X12=60M)**

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain the nature and scope of Managerial Economics?	[12M]	1	2
OR				
2.	What is the Relationship of Managerial Economics with other areas of Economics?	[12M]	1	2
UNIT-II				
3.	Explain in brief the types of Price Elasticity of Demand? How is it different from income elasticity of Demand?	[12M]	2	2
OR				
4.	What is the Need for Demand Forecasting? How you forecast the demand of a new product?	[12M]	2	3
UNIT-III				
5.	Define Production Function? Explain Briefly the Cobb-Douglas Production Function?	[12M]	3	2
OR				
6.	What is the role of Game Theory and Asymmetric Information in Production function?	[12M]	3	2
UNIT-IV				
7.	Write an essay on Cost-output relationship in Short run and in Long-run	[12M]	4	2
OR				
8.	What is Break Even Point? Draw a model Break Even chart with imaginary figures?	[12M]	4	3
UNIT-V				
9.	How you determine the Price in Monopolistic Competition Market?	[12M]	5	2
OR				
10.	Distinguish between Industry and Firm Demand? State Managerial Theories of a Firm?	[12M]	5	2

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

11	CASE STUDY:	[10M]	4	3
	The short run total cost of Godrej Ltd. is estimated at: $TC=175+6Q+0.3Q^2$ Where, TC = Total cost. Q = Output = 10,000 units You are required to calculate (a) Average Fixed Cost (AFC) (b) Average variable Cost (AVC) (c) Average Total Cost (ATC)			

Code No: PP21MBT01

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023

MANAGEMENT THEORY AND ORGANISATIONAL BEHAVIOUR

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 (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	Explain scope & importance of management.	[6M]	1	
	What is Management by Objective (MBO)?	[6M]	1	
OR				
2.	Define planning? Explain planning process.	[6M]	1	
	What are the challenges of management?	[6M]	1	
UNIT-II				
3.	Differentiate between Centralization and decentralization of authority?	[6M]	2	
	Write about Nature and importance of controlling?	[6M]	2	
OR				
4.	What are the various types of organization?	[6M]	2	
	Discuss in detail the process of Management control?	[6M]	2	
UNIT-III				
5.	What is organizational behavior? How it is linked with other social sciences?	[6M]	3	
	Explain Johari window?	[6M]	3	
OR				
6.	Discuss those factors that affect selection and attention in the process of perception.	[6M]	3	
	Short notes on Transactional Analysis?	[6M]	3	
UNIT-IV				
7.	What is a group? Explain the various stages of group formation and development	[6M]	4	
	“Planning will not fetch effective results without proper controlling”. Comment	[6M]	4	
OR				
8.	What are the challenges to leadership in cross – cultural environment?	[6M]	4	
	Discuss about women and corporate leadership?	[6M]	4	
UNIT-V				
9.	Explain about factors influencing organizational culture?	[6M]	5	
	What is organizational effectiveness? Give its importance.	[6M]	5	
OR				

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10.	What are the approaches to organizational culture?	[6M]	5	
	Discuss about the steps involved in measuring the organizational culture.	[6M]	5	

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

11	CASE STUDY: Two companies X and Y producing 40 count cotton yarn with similar levels of investment, size, and labor force have been competing with each other. All their costs, such as raw materials, power, wages, administrative, sales, interest, and depreciation expenses, have been the same. Company X has been earning around 1.2 times of the net profit level when compared to the net profit earned by company Y. The management of company Y 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 X was relatively far higher than that of company Y. it was mainly on account of certain facilities provided to company X such as environment on the shop floor 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 X 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) Elaborate the benefits provided by company X as per the Herzberg's Two factor theory. ii) Discuss the impact of the provisions provided by company X on the performance of employees and more returns for company X.	[10M]		

Code No: PP21MBT06

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

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 (5X12=60M)

Q.No.	Questions	Marks	CO	KL																																												
UNIT-I																																																
1.	<p>Scores turned in by an amateur golfer at the Bonita Fairways Golf Course in Bonita Springs, Florida, during 2005 and 2006 are as follows:</p> <p>2005 Season: 74 78 79 77 75 73 75 77</p> <p>2006 Season: 71 70 75 77 85 80 71 79</p> <p>a. Use the mean and standard deviation to evaluate the golfer's performance over the two-year period.</p> <p>b. What is the primary difference in performance between 2005 and 2006? What improvement, if any, can be seen in the 2006 scores?</p>	[12M]	1																																													
OR																																																
2.	<p>In January 2003, the American worker spent an average of 77 hours logged on to the Internet while at work (CNBC, March 15, 2003). Assume the population mean is 77 hours, the times are normally distributed, and that the standard deviation is 20 hours.</p> <p>a. What is the probability that in January 2003 a randomly selected worker spent fewer than 50 hours logged on to the Internet?</p> <p>b. A person is classified as a heavy user if he or she is in the upper 20% of usage. In January 2003, how many hours did a worker have to be logged on to the Internet to be considered a heavy user?</p>	[12M]	1																																													
UNIT-II																																																
3.	<p>If $\lambda = 3$, then $p(x \leq 2)$ for a Poisson Distribution process is represented by: (show only Poisson Distribution function)</p>	[12M]	2																																													
OR																																																
4.	<p>Two tables shown below provides ranking of Indian states based on corruption and ranking based on literacy rate.</p> <p>Rank based on corruption:</p> <table border="1"> <thead> <tr> <th>State</th> <th>Bihar</th> <th>J&K</th> <th>MP</th> <th>UP</th> <th>Maha</th> <th>Raj</th> <th>TN</th> <th>Chattisgarh</th> <th>Delhi</th> <th>Guj</th> </tr> </thead> <tbody> <tr> <td>Rank</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> </tbody> </table> <p>Rank based on literacy:</p> <table border="1"> <thead> <tr> <th>State</th> <th>Bihar</th> <th>J&K</th> <th>MP</th> <th>UP</th> <th>Maha</th> <th>Raj</th> <th>TN</th> <th>Chattisgarh</th> <th>Delhi</th> <th>Guj</th> </tr> </thead> <tbody> <tr> <td>Rank</td> <td>16</td> <td>12</td> <td>10</td> <td>11</td> <td>7</td> <td>15</td> <td>4</td> <td>9</td> <td>2</td> <td>5</td> </tr> </tbody> </table> <p>A. Calculate the spearman rank correlation between the corruption rank and literacy rank.</p> <p>B. Interpret the results</p>	State	Bihar	J&K	MP	UP	Maha	Raj	TN	Chattisgarh	Delhi	Guj	Rank	1	2	3	4	5	6	7	8	9	10	State	Bihar	J&K	MP	UP	Maha	Raj	TN	Chattisgarh	Delhi	Guj	Rank	16	12	10	11	7	15	4	9	2	5	[12M]	2	
State	Bihar	J&K	MP	UP	Maha	Raj	TN	Chattisgarh	Delhi	Guj																																						
Rank	1	2	3	4	5	6	7	8	9	10																																						
State	Bihar	J&K	MP	UP	Maha	Raj	TN	Chattisgarh	Delhi	Guj																																						
Rank	16	12	10	11	7	15	4	9	2	5																																						
UNIT-III																																																

Code No: PP21MBT06

5.	256 visual artists were surveyed to find out their zodiac sign. The results were: Aries (29), Taurus (24), Gemini (22), Cancer (19), Leo (21), Virgo (18), Libra (19), Scorpio (20), Sagittarius (23), Capricorn (18), Aquarius (20), Pisces (23). Test the hypothesis that zodiac signs are evenly distributed across visual artists.	[12M]	3																				
OR																							
6.	Illustrate decision making with an active opponent	[12M]	3																				
UNIT-IV																							
7.	Suppose a new production method will be implemented if a hypothesis test supports the conclusion that the new method reduces the mean operating cost per hour. State the appropriate null and alternative hypotheses if the mean cost for the current production method is \$220 per hour. What is the Type I error in this situation?	[12M]	4																				
OR																							
8.	An education researcher is comparing four different algebra curricula. Eighth grade students are randomly assigned to one one of the four groups. Their state achievement test scores are compared at the end of the year. Use the appropriate statistical procedure to determine whether the curricula differ with respect to math achievement. An alpha criterion of .05 should be used for the test.	[12M]	4																				
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>n</th> <th>Mean</th> <th>SD</th> </tr> </thead> <tbody> <tr> <td>Curriculum -1</td> <td>50</td> <td>170.5</td> <td>14.5</td> </tr> <tr> <td>Curriculum -2</td> <td>50</td> <td>168.3</td> <td>12.8</td> </tr> <tr> <td>Curriculum -3</td> <td>50</td> <td>167.6</td> <td>17.7</td> </tr> <tr> <td>Curriculum -4</td> <td>50</td> <td>172.8</td> <td>16.8</td> </tr> </tbody> </table>					n	Mean	SD	Curriculum -1	50	170.5	14.5	Curriculum -2	50	168.3	12.8	Curriculum -3	50	167.6	17.7	Curriculum -4	50	172.8	16.8
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UNIT-V																							
9.	Solve the following set of equations Cramers rule $x+2y+z=6$ $2x+3y+4z=12$ $3x+y+2z=7$	[12M]	5																				
OR																							
10.	Write any five difference between Correlation and regression	[12M]	5																				

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

11	CASE STUDY:	[10M]	
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Code No: PP21MBT06

A sales manager collected the following data on annual sales and years of experience.

Salesperson	Years of Experience	Annual Sales (\$1000s)
1	1	80
2	3	97
3	4	92
4	4	102
5	6	103
6	8	111
7	10	119
8	10	123
9	11	117
10	13	136

- Develop a scatter diagram for these data with years of experience as the independent variable.
- Develop an estimated regression equation that can be used to predict annual sales given the years of experience.
- Use the estimated regression equation to predict annual sales for a salesperson with 9 years of experience.

Code No: PP21MBO01

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

MBA I SEMESTER END REGULAR EXAMINATIONS, MARCH - 2023
RETAIL MARKETING MANAGEMENT

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 (5X12=60M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
1.	What is Organized Retailing? Give a brief note on organized retailing in India.	[12M]	1	2
OR				
2.	“The organized formats in the Indian retail market have been increasing over the last – decade.” what are the emerging trends in organized retailing and its importance in Indian economy?	[12M]	1	6
UNIT-II				
3.	Identify the various growth strategies.	[12M]	2	3
OR				
4.	“The proper use of strategic planning provides strategic advantage to retailers” What are the various steps which are covered under the process of strategic retail planning?	[12M]	2	6
UNIT-III				
5.	Give a brief note on the various factors affecting the site location decision.	[12M]	3	2
OR				
6.	“Extensive analysis is required for assessment of retail location.” what are the various steps involved in choosing store location and the issues in selecting retail location?	[12M]	3	6
UNIT-IV				
7.	“A store layout displays the overall image of the store.” explain about the importance of store layout?	[12M]	4	2
OR				
8.	Explain Merchandise Planning and Control.	[12M]	4	2
UNIT-V				
9.	Discuss about Retail Pricing Strategies.	[12M]	5	6
OR				
10.	What are the various steps involved in the process of category management?	[12M]	5	2
PART-B				
Answer the following Compulsory Question (1X10=10M)				
11	CASE STUDY:	[10M]	5	6

Code No: PP21MBO01

	<p>It is one of the leading multiplex chains in India with 101 screens under operation in 14 cities at present. PVR has been successful in building a lifestyle entertainment brand because of its focus on customer service and quality of customer experience. The company has been able to establish itself as one of the premier entertainment destinations which has resulted in the highest occupancies, footfalls and spend per head as compared to all of the other multiplex operators. It attracted 18 million patrons with an occupancy ratio of 41% in FY08, both the highest numbers among all the multiplex players. Today it contributes 10% plus to the total domestic box office collections in the country showing a clear dominance.</p> <p>Question: Discuss the future retail Challenges for PVR in the light of current competitive business scenario?</p>			
