Code No: PP24MBO01

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
RURAL DEVELOPMENT
(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)

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		Define Rural Development. Explain the importance of rural development in the economic development of the country.	[12M]	1	2
OR					
2.		Discuss about the various indicators of rural development.	[12M]	1	2
UNIT-II					
3.		List out and explain the different issues faced in the financial services for rural management.	[12M]	2	2
OR					
4.		Discuss about the economic structure of rural India.	[12M]	2	2
UNIT-III					
5.		Describe the role of PURA model for development of rural areas.	[12M]	3	2
OR					
6.		Explain the role of Panchayat Raj in India.	[12M]	3	2
UNIT-IV					
7.		Define sustainable development. Explain its scope and importance.	[12M]	4	2
OR					
8.		Discuss in detail about the functioning and importance of DWACRA.	[12M]	4	2
UNIT-V					
9.		Describe the marketing planning process.	[12M]	5	2
OR					
10.		Discuss in detail about the role of WTO in economic development.	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Power Tractors Ltd., the manufacturer of large, medium, & small size (With respect to HP) tractors planned to market their tractors in Baitul District of Madhya Pradesh where there are two other competitors with their stronghold. The Power Tractor Ltd.	[10M]	5	3

appointed a distributor & 5 retail dealers in Baitul District. The power Tractor Ltd. has given the distributor total responsibility to increase the Power Tractors market share. The Distributor made the market survey & studied the land holding patterns, soil nature of the Agricultural land in the district & observed that soil is sandy. The farmers with Larger to medium land prefer H. P. Tractors. A few percentages of farmers holding small land also use small HP Tractors. He divided the villages in following categories on the basis of Population of the villages as follows.

Category of Villages A - large sized Villages

Category of Villages B - Medium sized Villages

Category of Villages C - Small Sized Villages

The company have also tractor accessories (spare parts) division. In the accessories /spares the company have better profit margins. The Power Tractor Company have one retail outlet at Baitul for spares & one service centre for tractors. The farmers use to come to Baitul for purchase of spares & servicing the tractor.

The Power Tractor Company have marginal growth rate in sales of their tractors which is lower than the Industry Growth rate in Baitul District.

Q.A) Are you satisfied with the company’s overall marketing strategy? What kind of additional marketing actions do you think the company should initiate in High Market share villages & Low Market share villages to get the sustained & higher market share of tractor sales?

Q.B) What is the key reason you think for lower growth rate of Power tractor sales than the industry sales growth rate in Baitul District?

Q.C) Suggest a catchy slogan for Power Tractor & also one innovative promotional activity.

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Code No: PP24MBT01 R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
MANAGEMENT AND ORGANIZATIONAL BEHAVIOR
(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)

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Explain the management functions briefly.	[12M]	1	2
		OR			
2.		Discuss in detail fayol's principles in management thought.	[12M]	1	2
		UNIT-II			
3.		What is delegation of authority and explain factors affecting delegation.	[12M]	2	2
		OR			
4.		Discuss in detail "Line oganisation structure' & 'Line & Staff organization structure' and explain its merits and demerits.	[12M]	2	2
		UNIT-III			
5.		Define personality and explain the determinants of Personality.	[12M]	3	2
		OR			
6.		Explain in detail about creativity and Creative thinking.	[12M]	3	2
		UNIT-IV			
7.		Discuss in detail the theories of Motivation. a) Maslow's hierarchy needs theory b) Herzberg's two factors theory	[12M]	4	2
		OR			
8.		Explain the approaches and challenges of leaders in globalized era.	[12M]	4	2
		UNIT-V			
9.		Define organizational conflict and explain its causes and consequences.	[12M]	5	2
		OR			
10.		Explain Lewin's model of organization change? what is planned and unplanned organizational change?	[12M]	5	2

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

11		CASE STUDY:	Marks	CO	KL
		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.	[10M]	4	4

		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:** 1. Elaborate the benefits provided by company X as per the Hertzberg's Two factor theory. 2. Discuss the impact of the provisions provided by company X on the performance of employees and more returns for company X.			

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Code No: PP24MBT02 R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
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 UNIT in Part-A (5X12=60M)

Q. No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Explain the relationship of managerial economics with other subjects.	[12M]	1	2
		OR			
2.		Define Managerial economics and explain the nature of managerial economics.	[12M]	1	2
		UNIT-II			
3.		Define elasticity of demand. Explain the types of elasticity of demand.	[12M]	2	2
		OR			
4.		Define price elasticity of demand and describe the measures of price elasticity of demand with diagrams.	[12M]	2	2
		UNIT-III			
5.		Explain the law of one variable proportion with an example.	[12M]	3	2
		OR			
6.		Explain Isoquant production function with example.	[12M]	3	2
		UNIT-IV			
7.		Define market and describe market structures in detail.	[12M]	4	2
		OR			
8.		Define perfect competition. Explain its features and price determination with diagram.	[12M]	4	2
		UNIT-V			
9.		Define Inflation and explain inflation types.	[12M]	5	2
		OR			
10.		Define business cycle and explain its phases in detail.	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		TechGenius Inc. is a mid-sized technology company that designs and sells smart home devices. The company experienced rapid growth during the economic expansion phase, with demand for its products increasing as consumers had more disposable income and interest rates were low, making it easier for TechGenius to secure funding for R&D and marketing. However, as the economy began to slow down, TechGenius saw demand for its products decrease. Consumers cut back on non-essential	[10M]	5	4

		spending, leading to a decline in sales. The company was also affected by rising interest rates, making it more expensive to borrow funds for expansion. To manage costs, TechGenius had to reduce its workforce and scale back on new product launches. Despite the challenges, TechGenius's management is optimistic that the economy will recover. They are considering strategies to stabilize the company during the recession and be prepared to capitalize on opportunities when the economy begins to improve again. **Questions:** 1. What specific challenges does TechGenius face during the recession phase of the business cycle? 2. If you were the CEO of TechGenius, how would you adjust your strategy to ensure the company remains resilient across business cycles?			

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Code No: PP24MBT03

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
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)

Q. No.		Questions	Marks	CO	KL
		UNIT-I			
1.		Briefly explain about the accounting cycle.	[12M]	1	2
		OR			
2.		Explain the concepts and conventions underlying the preparation of Financial Statements.	[12M]	1	2
		UNIT-II			
3.		Define ratio analysis and explain its scope and objectives.	[12M]	2	2
		OR			
4.		What are the objectives of financial statement analysis? Explain the different methods of financial statement analysis.	[12M]	2	2
		UNIT-III			
5.		What is Cost Accounting? Explain its important objectives.	[12M]	3	2
		OR			
6.		Briefly explain the classification of costs.	[12M]	3	2
		UNIT-IV			
7.		Define budgetary control and explain its advantages and limitations.	[12M]	4	2
		OR			
8.		For production of 10, 000 units, the following are the budgeted expenses: **Rs. Per unit** Direct materials 60 Direct labour 30 Variable overheads 25 Fixed overheads (Rs.1,50,000) 15 Variable overheads (Direct) 5 Selling expenses (10% fixed) 15 Administration expenses (Rs. 50, 000 fixed for all levels of production) 5	[12M]	4	3

		Distribution expenses (20% fixed) 5 You are required to prepare a budget for the production of 7, 000 and 8, 000 units.			
UNIT-V					
9.		Define variance analysis and briefly explain the types of material variances.	[12M]	5	2
OR					
10.		For a company, sales are Rs.80, 000, variable costs are Rs.4, 000, and fixed costs are Rs.4, 000. Calculate the following: (i) PVR, (ii) BEP (Sales), (iii) Margin of Safety, and (iv) Profit.	[12M]	5	3

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Data / **July** / **August** Sales / 50,000 / 90,000 Profits (Loss) / (3,000) / 9,000 Calculate: (a) P/V ratio; (b) Monthly Fixed Costs; (c) BEP; (d) MOS in the month of August; (e) Additional profits if sales increase to Rs. 1, 10,000 in September.	[10M]	5	3

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Code No: PP24MBT04

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
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)

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		Explain applications of Quantitative Techniques in business.	[12M]	1	2
OR					
2.		Explain the classification of Quantitative Techniques.	[12M]	1	2
UNIT-II					
3.	a	Explain correlation analysis and its properties.	[6M]	2	2
	b	Find the correlation coefficient from the following data x: 1, 2, 3, 4, 5, 6, 7 y: 2, 4, 5, 3, 8, 6, 7	[6M]	2	3
OR					
4.	a	Explain Bayes theorem.	[6M]	2	2
	b	In bolt factory, machines A, B and C manufacture 25%,35%, and 40% of the total output respectively. Of their output 5%, 4%, 2% respectively are defective bolts. A bolt is drawn at random from the product and is found to be defective. What are the probabilities that it was manufactured by the machines A, B and C ?	[6M]	2	3
UNIT-III					
5.		Explain decisions under uncertainty.	[12M]	3	2
OR					
6.		Explain Decision Tree Analysis.	[12M]	3	2
UNIT-IV					
7.	a	Explain Z-test for single population mean.	[6M]	4	2
	b	The mean life of a sample of 100 electric bulbs produced by a company is found to be 1570 hrs with a standard deviation of 120 hrs. If μ is the mean life time of all the bulbs produced by the company. Test the hypothesis μ=1600 hrs against the alternative hypothesis $\mu \neq$ 1600 hrs at 5% level of significance.	[6M]	4	3
OR					
8.	a	Explain Z-test for single population Proportion.	[6M]	4	2
	b	A wholesaler in apples claims that only 4% of the apples supplied by him are defective. A random sample of 600 apples contained 36 defective apples. Test the claim of the wholesaler.	[6M]	4	3

UNIT-V					
9.		Prices of shares of a company on the different days in a month were found to be 66, 65, 69, 70, 69, 71, 70, 63, 63, 64, and 68. Test whether the mean price of the shares in the month is 65.	[12M]	5	3
OR					
10.		1000 students at college level were graded according to their I.Q and the economic conditions of their homes. Use Chi-Square test to find out whether there is any association between economic conditions at home and I.Q	[12M]	5	3

Economic conditions	I.Q high	I.Q low	Total
Rich	460	140	600
Poor	240	160	400
Total	700	300	1000

PART-B

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

11		CASE STUDY:	Marks	CO	KL
		Fit a Binomial distribution to the following data.	[10M]	2	3

x	0	1	2	3	4	5
f	38	144	342	287	164	25

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Code No: PP24MBT05

R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
ENTREPRENEURSHIP DEVELOPMENT
(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)

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		Explain the Opportunities for Entrepreneurship in Developing Economies.	[12M]	1	2
OR					
2.		Explain the key entrepreneurial attitudes that are often associated with successful entrepreneurs.	[12M]	1	2
UNIT-II					
3.		Explain the key government policies and initiatives that often support small scale industries.	[12M]	2	2
OR					
4.		Describe the role of SIDBI in Project Management.	[12M]	2	2
UNIT-III					
5.		Explain the remedies for sickness of industries.	[12M]	3	2
OR					
6.		Explain the role of Bank syndications in support of entrepreneurs.	[12M]	3	2
UNIT-IV					
7.		Explain the different stages in project life cycle.	[12M]	4	2
OR					
8.		List out and explain the characteristics of Project.	[12M]	4	2
UNIT-V					
9.		Describe the key steps in project report preparation.	[12M]	5	2
OR					
10.		Explain the vital decisions to be taken during a startup.	[12M]	5	2

PART-B

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

11		CASE STUDY:	Marks	CO	KL

		Tech Fab Manufacturing Ltd., once a prominent player in the electronics and manufacturing industry, has been struggling over the past decade. The company's revenues have been consistently declining due to outdated technology, increased competition, rising costs, and an inability to adapt to changing market trends. Employee morale is low, and the company's fixed assets have significantly depreciated. Due to these challenges, Tech Fab is now categorized as a "sick industry" under regulatory guidelines and is at risk of bankruptcy. The management is exploring various remedies and rehabilitation measures to restore profitability and improve productivity. Question 1 What technological changes might help Tech Fab improve its production efficiency and competitiveness? Question 2 What role can human resource management play in the revival of Tech Fab?	[10M]	3	4

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Code No: PP24MBT06 R24

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
MBA I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB-2025
BUSINESS ENVIRONMENT
(Common to all)

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)

Q.No.		Questions	Marks	CO	KL
UNIT-I					
1.		Explain the internal environment differ from the external environment in a business context?	[12M]	1	2
OR					
2.		Explain the significance and components of business environment.	[12M]	1	2
UNIT-II					
3.		Write short notes for the following: i) family structures ii) religious groups iii) other social organizations	[12M]	2	2
OR					
4.		Explain the cultural expectations of different markets to ensure success in business with examples.	[12M]	2	2
UNIT-III					
5.		Explain some of the major achievements of the Five-Year Plans in shaping India's economic growth.	[12M]	3	2
OR					
6.		What is Economic policy and explain the advantages and disadvantages of economic policies in Indian Scenario.	[12M]	3	2
UNIT-IV					
7.		What is political environment? Discuss the political ideologies to shape the business environment in different countries.	[12M]	4	2
OR					
8.		Discuss the relation of political environment with legal environment.	[12M]	4	2
UNIT-V					
9.		What is natural environment and write the importance and factors of natural environment on businesses.	[12M]	5	2
OR					
10.		Explain the role of businesses in combating pollution through sustainable practices and green technologies.	[12M]	5	2

PART-B

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

11		CASE STUDY:	[10M]	CO	KL

		Starbucks has built its brand around high-quality products and a unique customer experience. Its global success is a result of its ability to adapt to local cultures while maintaining a consistent global brand. Additionally, Starbucks focuses heavily on corporate social responsibility (CSR), particularly in areas such as ethical sourcing, sustainability, and supporting local communities. However, it faces challenges such as rising commodity prices, labor costs, and competition from other coffee brands. Questions: 1. Write the strategies of Starbucks Corporate Social Responsibility.	[10M]	4	2

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