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R22

Course Code: C400301



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: MANAGEMENT & ORGANIZATION BEHAVIOR
(Master of Business Administration)

Date: 20.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. What is Administration? 1 M
2. What is the meaning of Management? 1 M
3. What is Operational planning 1 M
4. What is Decision making? 1 M
5. What is Staffing? 1 M
6. Define Organization. 1 M
7. Define Organizational behavior. 1 M
8. Mention the need for motivation. 1 M
9. What is Politics? 1 M
10. What do you mean by Group? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Define management. Explain various functions of management. 10M
- OR**
11. B). Discuss the contributions put forth by F.W. Taylor & Henry Fayol towards the evolution of management thoughts. 10M
12. A). Define planning. Explain the steps involved in planning and mention the limitations in planning. 10M
- OR**
12. B). What is departmentation? What are the purposes of departmentation? What are various types of departmentation? 10M
13. A). What is the importance of controlling. What are the prerequisites of controlling? 10M
- OR**
13. B). Define Organizational culture. What are various types of cultures? 10M
14. A). Explain the meaning of personality. What are the determinants of personality? 10M
- OR**
14. B). What is Perception? Explain the perceptual errors committed by individuals. 10M
15. A). Define Leadership. What are Leadership traits? 10M
- OR**
15. B). Explain contemporary theories of leadership. 10M

H.T No:

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Course Code: C400302



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: LEGAL AND BUSINESS ENVIRONMENT

(Master of Business Administration)

Date: 23.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. What do you mean by Consideration? 1 M
2. Distinguish between indemnity and guarantee. 1 M
3. What is the Role of Audit and Auditors? 1 M
4. What are Related Party Transactions? 1 M
5. What is a Negotiable instrument? 1 M
6. Who is holder in Due course? 1 M
7. What is Union Budget? 1 M
8. Define Monetary Policy. 1 M
9. Define IPR. 1 M
10. Appraise Cyber Security. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). What are the essential elements of a valid contract? 10M
- OR**
11. B). Describe in detail about the sale of goods act 1930. 10M
12. A). What are the various steps and procedures for incorporation of a company? 10M
- OR**
12. B). What are the powers, duties and liabilities of Directors? 10M
13. A). Write in detail about the various types of endorsements. 10M
- OR**
13. B). Elucidate RBI guidelines on Digital Transactions. 10M
14. A). What are the responsibilities and functions of NITI Aayog? 10M
- OR**
14. B). Explain in detail the recent Banking Sector Reforms. 10M
15. A). Describe in detail about the Competition Act 2002. 10M
- OR**
15. B). What is the role of Green Tribunal in Protecting the Environment? 10M

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Course Code: C400303



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: FINANCIAL REPORTING & ANALYSIS

(Master of Business Administration)

Date: 25.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

- | | |
|---|-----|
| 1. Define accounting. | 1 M |
| 2. What do you mean by double entry system? | 1 M |
| 3. Define ledger. | 1 M |
| 4. Define capital expenditure. | 1 M |
| 5. Define depreciation. | 1 M |
| 6. Define inventory. | 1 M |
| 7. What is net working capital? | 1 M |
| 8. What is paid cost? | 1 M |
| 9. Write the formula for quick ratio. | 1 M |
| 10. What do you mean by profitability ratios? | 1 M |

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). "Accounting principles are essential for maintaining of systematic accounting." Do you agree? Examine and Comment. 10M

OR

11. B). Examine the functions and importance of accounting. 10M

12. A). Giriswar Prasad started business on 1st July 2021. The following is the Trial Balance as on 30th June, 2022. Prepare Trading and Profit and Loss Account for the year ended 30th June, 2022 and balance sheet as on that date. 10M

Particular	Amount Rs.	Amount Rs
Capital		1,50,000
Purchases	2,00,000	
Wages	12,000	
Sales		3,00,000
Furniture	8,000	
Travelling expenses	7,000	
Salaries	9,000	
Commission	3,000	
Cash in hand	10,000	
Cash in bank	34,000	
Repairs	5,000	
Building	1,60,000	
Sales returns	5,000	

(P.T.O..)

Purchase returns		7,000
Debtors	45,000	
Bill receivables	6,000	
Bill payables		8,000
Telephone	5,200	
Interest	480	4,680
Creditors		40,000
Total	5,09,680	5,09,680

Adjustments:

1. On 30th June, 2022, the value of closing stock was Rs.50,000.
2. Wages outstanding Rs.1,000.
3. Prepaid salaries Rs.2,000.
4. Depreciate buildings by 5% p.a.

OR

12. B). Explain journal, ledger and trial balance with formats. 10M

13. A). Prepare stores ledger for the following Purchases and issues under LIFO and FIFO method. 10M

- May 3, 2022 Purchased 2000 kgs @ 2 per kg
- May 5, 2022 Issued 800 kgs
- May 7, 2022 Purchased 400 kgs @ 1.50 per kg
- May 8, 2022 purchased 1200 kgs @ 2 per kg
- May 10, 2022 Issued 1600 kgs
- May 12, 2022 Purchased 800 kgs @ 1.50 per kg
- May 15, 2022 Issued 1600 kgs

OR

13. B). Explain different methods of depreciation and their impact in valuation of fixed assets. 10M

14. A). Following are the balance sheet of a company as on 31st Dec. 2020 & 2021. 10M

Liabilities	2020	2021	Assets	2020	2021
Share capital	139000	145000	Cash in hand	18000	15600
Share premium	1000	3000	Trade debtors	29800	35400
Debenture	24000	12000	Stock in trade	98400	85400
Trade creditors	20000	23680	Land	40000	60000
Provision for doubtful debts	1400	1600	Goodwill	20000	10000
Profit & loss A/c	20800	21120			
Total	206200	206400		206200	206400

Additional information:

- Dividends were paid totaling Rs. 7000.
- Additional Land was purchased for Rs. 20000.
- You are require to prepare fund flow statement.

OR

14. B). Explain the following: 10M

- i). Horizontal analysis
- ii). Vertical analysis
- iii). Cash profits
- iv). Book profits

(P.T.O..)

15. A). What is Ratio analysis? Discuss it's objectives, advantages and limitations.

10M

OR

15. B). The following is the balance sheet of Raja Ltd.as on 31" March 2021.

10M

Liabilities	Rs.	Assets	Rs.
Equity share capital	4,00,000	Land	2,20,000
8% preference share capital	2,00,000	Building	2,40,000
Reserves	1,00,000	Plant and machinery	3,80,000
Profit and loss account	50,000	Furniture	50,000
10% Debentures	4,50,000	Debtors	2,20,000
Creditors	1,10,000	Stock	1,40,000
Bills payable	30,000	Cash	1,30,000
Bank overdraft	60,000	Prepaid expenses	20,000
	14,00,000		14,00,000

Compute the following:

- i. Current ratio
- ii. Acid test ratio
- iii. Absolute liquid ratio
- iv. Net profit ratio when sales are Rs. 2,00,000/-
- v. Debt-Equity ratio

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Course Code: C400304



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: BUSINESS ECONOMICS

(Master of Business Administration)

Date: 27.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. Define Equi-marginalism 1 M
2. What do you mean by incremental concept? 1 M
3. Enumerate the determinants of supply. 1 M
4. Specify the determinants of demand. 1 M
5. Narrate the Isoquants. 1 M
6. Illustrate the marginal rate of technical substitution. 1 M
7. How price determine under perfect competition? 1 M
8. What are the basic market structures? 1 M
9. Need of pricing policy in business. 1 M
10. Enumerate the effects of dumping? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Elaborate the association of business economics with other roots of management 10M

OR

11. B). What are the basic economic principles and brief on the Opportunity cost principle and Discounting Principal role in taking business decisions? 10M

12. A). Describe the types of demand elasticity with suitable illustrations 10M

OR

12. B). Explain demand forecasting methods in detail. 10M

13. A). Explain the concept of production, its relevance to managerial decision-making in both short-run and long-run situations. 10M

OR

13. B). The operating result of a company for the last Two periods are as follows: 10M

PERIOD	SALES(Rs)	PROFIT(Rs)
I	320000	23000
II	410000	55000

Calculate: i) P/v ratio

ii) BEP

iii) Sales required to earn a profit of 35000 Rs.

iv) Profit when the sales are 650000 Rs.

(P.T.O..)

14. A). Explain the instances of different industries where different market conditions exist through explaining their prevalence and brief on the types of structural barrier in monopoly market. 10M

OR

14. B). In what ways may perfect competition not be 'perfect'? and explain the pricing philosophy in the different competitive situations in Indian telecom sector. 10M

15. A). i) Explain why it is important for managers to know the principles of price discrimination? 5M

ii) Illustrate different pricing strategies over Product Life Cycle (PLC) stages. 5M

OR

15. B). "Theory of the firm supports the notion that profit maximization is the nature of a company's existence" disapprove the concept with illustration and brief on Williamson's Managerial Discretionary Theory. 10M

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Course Code: C400305



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: RESEARCH METHODOLOGY & STATISTICAL ANALYSIS

(Master of Business Administration)

Date: 29.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

- | | |
|--|-----|
| 1. Define Research and Research Problem. | 1 M |
| 2. What is the Primary Data? | 1 M |
| 3. Explain about Sampling. | 1 M |
| 4. List the Types of Sampling techniques. | 1 M |
| 5. What is "measures of central tendency". | 1 M |
| 6. Define Correlation. | 1 M |
| 7. What is Null hypothesis? | 1 M |
| 8. What is Goodness of Fit? | 1 M |
| 9. Define Time series analysis | 1 M |
| 10. Explain about Consumer Price index. | 1 M |

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- | | |
|--|-----|
| 11.A). What are the objectives of research and its importance? Discuss in detail. | 10M |
| OR | |
| 11. B). Describe the research process in detail. Take an example of doing market research before launching a new product. | 10M |
| 12. A). Briefly explain the different types of research with suitable examples of their applicability in various areas of Business Research. | 10M |
| OR | |
| 12. B). What are the probability and non-probability sampling methods? | 10M |
| 13. A). From the data given below, find out the following: | 10M |
| (i) Two regression equations. 10, 5, 5 | |
| (ii) Estimated value of x when y is 34 | |
| (iii) Estimated value of y when x is 47 | |

X: 48	50	53	49	51	55	53	49
Y: 36	32	33	38	37	31	35	30

(P.T.O..)

OR

13. B). The following table gives the frequency 20 distribution of expenditure on education per family among middle class families in two cities.

10M

Expenditure (in thousand Rs.)	No. of Families	
	City 'A'	City 'B'
3 - 6	28	39
6 - 9	292	284
9 - 12	389	401
12 - 15	212	202
15 - 18	59	48
18 - 21	18	21
21 - 24	2	5

- (a) Find the standard deviation of the expenditure at both cities.
(b) Find out which of the city shows greater variability.

14. A). What are the various steps to be followed for testing the hypothesis?

10M

OR

14. B). i) One ticket is drawn at random from a bag containing 30 tickets, numbered from 1 to 30. Find the probability that it is a multiple of 5 or 7.
ii) 2% of the electric toys produced in a manufacturing process turnout to be defective. Find the probability that a shipment of 200 toys will contain 5 defectives? [$e = 2.7183$ constant]

5M

5M

15. A). The following data shows sales (in thousands) of Brand-A detergent. Using the Least Square Method predict the sales for the year 2015. Also, calculate the trend values for each year (2001 Year 2011).

10M

Sales	(000)
2001	40
2002	60
2003	45
2004	83
2005	130
2006	135
2007	150
2008	180
2009	200
2010	210
2011	230

OR

15. B). What are the components of Time series? Explain in detail with examples.

10M

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Course Code: C400601



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: **BUSINESS ETHICS & CORPORATE GOVERNANCE**

(Master of Business Administration)

Date: 31.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. Define Business Ethics. 1 M
2. What is Ethical principle? 1 M
3. What is Ethical Dilemma? 1 M
4. Express about Cyber Ethics. 1 M
5. Mention any one example for areas of dispute in Agency Theory. 1 M
6. What is the role of capital markets in corporate governance? 1 M
7. Who are Executive and Non-executive directors in the committee? 1 M
8. What is the role of compensation committee? 1 M
9. Define CSR. 1 M
10. What is BCSD? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). How companies choose to practice and enforce business ethics at different levels? 10M
- OR**
- 11.B). Discuss on Carol Gilligan theory on gender caring perspectives differentiates with Lawrence Kohlberg theory. 10M
- 12.A). Explain framework to perform an ethical analysis while Product development. 10M
- OR**
- 12.B). State ethics for marketing professionals. 10M
- 13.A). Compare the mandatory and non- mandatory recommendations of Birla committee? 10M
- OR**
- 13.B). Discuss a scenario to analyze the reasons for corporate governance failure. 10M
- 14.A). What is corporate governance rating? Discuss Merits and Demerits of governance rating. 10M
- OR**
- 14.B). Elucidate the governance committee structure including its roles and responsibilities. 10M
- 15.A). Deliberate the Arguments for Social Responsibilities in Indian Business. 10M
- OR**
- 15.B). CSR is a business strategy for sustainable development- Comment. 10M

H.T No:

R22

Course Code: C400602



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: **RURAL MARKETING**

(Master of Business Administration)

Date: 31.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. Definition of rural marketing. 1 M
2. Outline on Urban marketing. 1 M
3. List out the characteristics of rural consumers. 1 M
4. Summarize about rural marketing research. 1 M
5. Discuss about the Availability in rural marketing. 1 M
6. Identify the Acceptability in rural marketing. 1 M
7. Define Brand loyalty. 1 M
8. Outline on regional brands. 1 M
9. Summarize about social marketing. 1 M
10. Analyze about Corporate social responsibility. 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Classify the characteristics of rural market with a suitable example. 10M
- OR**
11. B). Explain about the differences in Consumer Behaviour in rural and urban market with a suitable example. 10M
12. A). Analyze the factors influencing Rural Consumers during purchase of products with an example. 10M
- OR**
12. B). Classify the stages in Evolution of Rural Marketing research with an example. 10M
13. A). Explain about Rural Marketing Mix with a suitable example. 10M
- OR**
13. B). Determine the need for Rural Market Product life cycle with a suitable example. 10M
14. A). Discuss about Brand loyalty in rural market with a suitable example. 10M
- OR**
14. B). Elaborate about Rural Retail Channel Management with an example. 10M
15. A). What is the need for Innovation in rural market? Give an example. 10M
- OR**
15. B). How is E-governance useful in rural India? Give an example. 10M

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Course Code: C400605



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Regular Examinations March-2023

Course Name: FINANCIAL INSTITUTIONS, MARKETS & SERVICES
(Master of Business Administration)

Date: 31.03.2023 FN

Time: 3 hours

Max.Marks: 60

(Note: Assume suitable data if necessary)

PART-A

Answer all TEN questions (Compulsory)

Each question carries ONE mark.

10x1=10M

1. Mention any two Non- Statutory Financial Organizations? 1 M
2. Define Monetary Policy. 1 M
3. Types of Non-Performing Asset (NPA). 1 M
4. Write about IRDA. 1 M
5. Define T- Bill. 1 M
6. Discuss about trading mechanisms. 1 M
7. Define Venture Capital. 1 M
8. Express Return on Assets (ROA). 1 M
9. Who is a Debenture Trustee? 1 M
10. What is an Investment Banking? 1 M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Elucidate the role and functions of SEBI. 10M
- OR**
- 11.B). Discuss the role of Indian Government in the Financial System and Economic development. 10M
12. A). Comment on Government initiatives to strengthen the Co-operative banks. 10M
- OR**
12. B). Discuss the structure and investment pattern of LIC. 10M
13. A). What is a securities market? Who are the key intermediaries in the Securities Market? 10M
- OR**
13. B). Distinguish Commercial Paper Vs Certificate of Deposit. 10M
14. A). Analyze the classification of venture capital financing. 10M
- OR**
14. B). What is a Hire Purchase? Brief the agreement mode in hire purchase? 10M
15. A). Summarize the roles and responsibilities of a Portfolio Manager. 10M
- OR**
15. B). Assess the current issues and challenges faced by investment bankers. 10M
