CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: MANAGEMENT & ORGANIZATION BEHAVIOR
(Master of Business Administration)

Date: 05.09.2023 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 Management?	1 M
2.	Write two differences between Administration and Management.	1 M
3.	What is the meaning of Span of control?	1 M
4.	What is organizing?	1 M
5.	Define Culture.	1 M
6.	What do you mean by control?	1 M
7.	Give example for positive motivation.	1 M
8.	What is organizational behaviour?	1 M
9.	What is Conflict?	1 M
10.	What do you mean by Power?	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A).	Explain 14 principles of management suggested by Henry Fayol.	10M
	OR	
11. B).	What are the functions of Management? Discuss.	10M
12. A).	What is Planning? What are the types of planning? What is the importance of planning?	10M
	OR	
12. B).	What is Management by Objective? Elaborate.	10M
13. A).	Distinguish between Line and Staff.	10M
	OR	
13. B).	Define controlling. Elaborate on the process of controlling.	10M
14. A).	Define Motivation. Explain A.H.Maslow's need hierarchy theory of Motivation.	10M
	OR	
14. B).	What is the meaning of the term personality? How can personality be developed?	10M
15. A).	What is Conflict? What are the causes and consequences of conflicts in organization?	10M
	OR	
15. B).	Define leadership. Explain the styles of leadership	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: LEGAL & BUSINESS ENVIRONMENT
(Master of Business Administration)

Date: 07.09.2023 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.	Distinguish between offer and acceptance.	1 M
2.	Define a contingent contract.	1 M
3.	What are Related Part Transactions?	1 M
4.	What are the various types of resolutions?	1 M
5.	What is a Promissory Note?	1 M
6.	Define a cheque.	1 M
7.	Define Fiscal Policy.	1 M
8.	Elaborate on PESTEL Model.	1 M
9.	Contrast on Cyber Security.	1 M
10.	Define IPR.	1 M

PART-B
Answer the following. Each question carries TEN Marks.

5x10=50M

11.A).	Define the nature and types of contract.	10M
	OR	
11. B).	Elucidate in detail about Capacity to contract and free consent.	10M
12. A).	Write a brief note on Companies Act 2013.	10M
	OR	
12. B).	How the Directors are appointed?	10M
13. A).	Who are the parties to Negotiable instruments?	10M
	OR	
13. B).	Describe Bills of Exchange in detail.	10M
14. A).	Briefly write a note on Union Budget 2023.	10M
	OR	
14. B).	What are the responsibilities and functions of NITI Aayog?	10M
15. A).	Describe in detail about the Consumer Protection Act 2019.	10M
	OR	
15. B).	What are Sustainable Reporting Practices?	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: FINANCIAL REPORTING & ANALYSIS
(Master of Business Administration)

Date: 09.09.2023 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 cycle.	1 M
2.	Write the rule of double entry for real account.	1 M
3.	Define journal.	1 M
4.	Define revenue expenditure.	1 M
5.	Write any two methods of depreciation.	1 M
6.	What do you mean by tangible and intangible assets?	1 M
7.	Define gross working capital.	1 M
8.	What is unpaid cost.	1 M
9.	Write the formula for current ratio.	1 M
10.	What do you mean by leverage ratios?	1 M

PART-B
Answer the following. Each question carries TEN Marks.
5x10=50M

11.A). Examine the importance and objectives of financial accounting. 10M

OR

11. B). Examine how accounting concepts and conventions useful in maintaining of good accounting system in an organization. 10M

12. A). Journalize the following transactions. 10M

Jan 10th	:	Mr.Raju started business with Rs.3,00,000
11th	:	Bought furniture from Mahesh furniture company for Rs.30,000.
12th	:	Purchased goods for cash Rs.7,500
14th	:	Cash deposited into bank Rs.8,000
16th	:	Sold goods for cash Rs.7,500
18th	:	Sold goods to Ramesh for Rs.5,000
20th	:	Goods returned by Ramesh for Rs.1,000
22nd	:	Withdrew from bank for personal use Rs.1,500
27th	:	Paid electricity bill for Rs.500
30th	:	Commission received by cheque Rs.2,500

OR

12. B). Explain trading account, P&L account and balance sheet with formats. 10M

(P.T.O..)

13. A). A firm purchased certain machinery on 1st January 2020 for ₹.58,200 and spent ₹.1,800 on its installation. On 1st July 2020 additional machinery costing ₹. 20,000 was purchased. On 1st July 2022 the machinery purchased on 1st January 2020 having become obsolete was sold for ₹. 28,400 and on the same date fresh machinery was purchased at a cost of ₹ 40,000.   10M

Depreciation was provided for annually on 31st December at the rate of 10 percent on straight line method. Give the machinery account as it would stand at the end of each year from 2020 to 2022.

OR

13. B). Examine different methods adopted in valuation of inventory and explain which method used in different situations.   10M

14. A). Prepare comparative balance sheet from the following information: 10M

Liabilities	2021	2022	Assets	2021	2022
Bills payable	1500	1750	cash	2000	2400
Creditors	500	1000	Debtors	1000	2000
Provision for tax	1000	1500	Stock	2000	3000
Debentures	1000	1500	Land	1000	1000
Preference capital	3000	3000	Buildings	3000	2700
Equity capital	4000	4000	Plant	3000	2700
Reserves	2000	2450	Furniture	1000	1400
	13000	15200		13000	15200

OR

14. B). Define funds flow statement analysis. Distinguish between funds flow statement analysis and cash flow statement analysis.   10M

15. A). Explain the importance of International Financial Reporting Standards (IFRS).   10M

OR

15. B). From the following details compute the following ratios for K & R Ltd and comment: 10M
i) Current ratio, ii) Quick ratio, iii) Gross profit ratio, iv) Net profit ratio and v) Stock turnover ratio.

Particulars	K.Ltd.(Rs.)	R.Ltd. (Rs.)
Closing Stock	4,25,000	3,50,000
Debtors	1,90,000	1,80,000
Cash	4,10,000	3,15,000
Current liabilities	4,50,000	1,70,000
Sales	40,00,000	25,00,000
Gross profit	12,00,000	8,00,000
Net profit	2,00,000	1,00,000

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: BUSINESS ECONOMICS
(Master of Business Administration)

Date: 12.09.2023 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 opportunity cost?	1 M
2.	Define business economics.	1 M
3.	What is the need of demand forecasting?	1 M
4.	Illustrate the supply function.	1 M
5.	How do define the production function?	1 M
6.	What are the cost concepts?	1 M
7.	Define the monopolistic competition.	1 M
8.	Define the characteristic of Monopoly.	1 M
9.	What do you mean by transfer pricing?	1 M
10.	What do you mean by dumping?	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Describe business economics and explain the nature and scope of business economics.   10M

OR

11. B). How the risk and uncertainty are used in business decisions for possible outcomes and how the opportunity cost, incremental cost should be used by economist for decision alternatives?   10M

12. A). Explain the purpose of demand analysis, why the demand curve moves from left to right and brief on demand forecasting, its approaches?   10M

OR

12. B). Discuss the supply function for an FMCG product, law of supply and illustrate the elasticity of supply, degrees of price elasticity of supply in detail.   10M

13. A). Elaborate the Cobb-Douglas Production Function and explain the laws of returns to a factor and law of return to scale with suitable illustration.   10M

(P.T.O..)

OR

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

PERIOD	SALES(Rs)	PROFIT(Rs)
I	270000	16000
II	300000	32000

Calculate: i) P/v ratio

            ii) BEP

            iii) Sales required to earn a profit of R. 20000

            iv) Profit when the sales are Rs. 500000.

14. A). Describe the characteristics of the different types of market and explain the Price-Output   10M
determination under Perfect competition both in short and long run.

OR

14. B). Examine the difficulties of building a general theory of Oligopoly? Why does Oligopoly   10M
emerge in various industries – illustrate.

15. A). Clarify the significance of pricing, both in the economic system from a management   10M
perspective and discuss different pricing methods with illustrations.

OR

15. B). "Behavioural theories of the firm consider alternatives to profit maximisation as a   10M
business objective" justify the statement and brief on Baumol's Theory of Sales Revenue
Maximization.

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: RESEARCH METHODOLOGY & STATISTICAL ANALYSIS
(Master of Business Administration)

Date: 14.09.2023 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.	Write any three important Features of a good research study.	1 M
2.	What is the Primary Data?	1 M
3.	What is Sampling?	1 M
4.	Types of Sampling techniques.	1 M
5.	What is Median?	1 M
6.	Define Correlation.	1 M
7.	What is Hypothesis Testing?	1 M
8.	What is Level of Significance?	1 M
9.	Define Moving Average.	1 M
10.	Types of Index Numbers.	1 M

PART-B
Answer the following. Each question carries TEN Marks.   **5x10=50M**

11.A). What is a research design? Discuss the different types of common research designs.   10M

OR

11. B). What precautions would you take while using the data from secondary sources?   10M

12. A). What are the various methods of collecting primary data? Explain them briefly and make a questionnaire to carry out a survey to find out the investment pattern made by the employees of ABC Company and to understand their risk behavior.   10M

OR

12. B). Discuss the steps that a researcher needs to follow to formulate a good research report. Do the criteria become different for different kinds of reports? Explain.   10M

13. A). Find the mean, median, mode of the following distribution: 10M

Classes	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	15	7	11	10	13	8	20	16

(P.T.O..)

OR

13. B). Calculate Karl Pearson's coefficient of skewness for the following data and interpret the result:　　　　10M

Marks	0	10	20	30	40	50	60	70	80
No. of Students	120	115	108	98	85	60	18	5	0

14. A). Is gender independent of education level? A random sample of 395 people were surveyed　　10M
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:

Gender	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

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?

OR

14. B). What is Hypothesis? What is Null Hypothesis and Alternative Hypothesis? Explain about　　10M
Type I error and Type II error.

15. A). Compute: (i) Laspeyere's (ii) Paasche's (iii) Fisher's (iv) Bowely's index numbers from　　10M
the following Table.

Commodity	Base Year		Current Year	
	Qty	Price	Qty	Price
A	12	10	15	12
B	15	7	20	9
C	24	5	20	5
D	5	16	5	4

OR

15. B). What are Moving Averages? Explain various types of moving averages.　　10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: BUSINESS ETHICS & CORPORATE GOVERNANCE
(Master of Business Administration)

Date: 16.09.2023 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. Express Business Myth.   1 M
2. What is Ethical principle?   1 M
3. Give any two examples for Cyber Ethics.   1 M
4. Define Professional Ethics.   1 M
5. What is the need for corporate governance?   1 M
6. Examine any two problems of governance in corporate companies.   1 M
7. Discuss types of directors in the committee.   1 M
8. Mention directors' functions in the board.   1 M
9. Write about BCSD.   1 M
10. What is the scope for CSR in Corporates?   1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Brief about Carol Gilligan theory on gender caring perspectives.   10M

OR

11. B). What is Business Ethics and Discuss about Myths of Business Ethics?   10M

12. A). Articulate the ethical considerations in HRM.   10M

OR

12. B). Discuss about the Ethical concerns at the time of advertisements.   10M

13. A). Discuss a scenario to analyze the reasons for corporate governance failure.   10M

OR

13. B). Explain Stewardship and Stakeholder theories of corporate governance.   10M

14. A). Elucidate the governance committee structure including its roles and responsibilities.   10M

OR

14. B). Discuss about conflicts of interest with regard to corporate boards & CEO' and its impacts.   10M

15. A). Brief about the Kinds of Social Responsibility.   10M

OR

15. B). Describe the models for development of CSR.   10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023

Course Name: RURAL MARKETING

(Master of Business Administration)

Date: 16.09.2023 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 the meaning of rural marketing?	1 M
2.	Tell about Urban market.	1 M
3.	Outline on rural marketing research.	1 M
4.	Identify the need of data collection.	1 M
5.	Outline on rural marketing mix.	1 M
6.	What are the objectives of new product launch in rural marketing?	1 M
7.	Distinguish between Regional Brands and National Brands.	1 M
8.	Outline on Channel management.	1 M
9.	Explain about Social marketing.	1 M
10.	Define Organized rural marketing.	1 M

PART-B

Answer the following. Each question carries TEN Marks.   **5x10=50M**

11.A).	Explain the stages of Evolution in rural marketing.	10M
	OR	
11. B).	Summarize about the differences in consumer behaviour in rural and urban market.	10M
12. A).	Analyze about the rural consumer life style with a suitable example.	10M
	OR	
12. B).	Categorize the challenges faced in rural marketing research with an example.	10M
13. A).	Explain about the 4As of rural marketing mix with an example.	10M
	OR	
13. B).	Determine the benefits of new product development process with a suitable example.	10M
14. A).	Elaborate about the Indian rural retail market with a suitable example.	10M
	OR	
14. B).	Discuss about the Strategies of rural retail channel management.	10M
15. A).	What are the recent developments in e-Rural marketing in India?	10M
	OR	
15. B).	How is IT useful for Rural Development in India? Give an example.	10M

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CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)
MBA I Semester Supplementary Examinations September-2023
Course Name: FINANCIAL INSTITUTIONS, MARKETS & SERVICES
(Master of Business Administration)

Date: 16.09.2023 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 Monetary Policy?	1 M
2.	Define Financial Markets.	1 M
3.	Write about IRDA.	1 M
4.	What is a Non-Performing Asset (NPA)?	1 M
5.	State LODR Regulations.	1 M
6.	Explain Securities Market.	1 M
7.	Who regulates CIBIL?	1 M
8.	Explain Stockbroking.	1 M
9.	Who are called Portfolio Manager?	1 M
10.	Who is a Debenture Trustee?	1 M

PART-B
Answer the following. Each question carries TEN Marks.   5x10=50M

11.A). Discuss the role of Indian Government in the Financial System and Economic development.   10M

OR

11. B). Brief the techniques of monetary control of RBI.   10M

12. A). Explain the Committees under AMFI.   10M

OR

12. B). Comment on Government initiatives to strengthen the Co-operative banks.   10M

13. A). Distinguish Commercial Paper Vs Certificate of Deposit.   10M

OR

13. B). Brief the structure of Money Market in India.   10M

14. A). What is a CIBIL? Why is the CIBIL report considered as important by lenders?   10M

OR

14. B). Analyze the classification of venture capital financing.   10M

15. A). Assess the current issues and challenges faced by investment bankers.   10M

OR

15. B). Demonstrate the functions and activities of Investment Banking.   10M

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