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R18

Course Code: C30101



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Explain the steps involved in planning. 4M
2. What is span of control and departmentation? 4M
3. Distinguish between need hierarchy theory and two factor theory of motivation. 4M
4. Outline the stages of group formation in an organization. 4M
5. What is a Stress? Illustrate with an example. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Examine the neo-classical theory of management. 10M
- OR**
6. B). Apply the functions of the management by considering a suitable example. 10M
7. A). What are the steps involved in organization process? Explain. 10M
- OR**
7. B). Identify the types of organizations and illustrate with suitable example. 10M
8. A). What is a perception? Explain the factors influencing the perception. 10M
- OR**
8. B). What are the limitations of organization behavior? Explain the significance of organization behavior in the perspective of globalization. 10M
9. A). Appraise the implications of group process for an organization. 10M
- OR**
9. B). Explain the seventeen characteristics of an effective team. 10M
10. A). Differentiate between conflict and negotiation. 10M
- OR**
10. B). What is IT enabled 'controls'? Explain its challenges. 10M

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Course Code: C30102



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Supplementary Examinations September-2023

Course Name: **BUSINESS LAW & ENVIRONMENT**

(Master of Business Administration)

Date: 07.09.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. "Object and the consideration of an agreement must be lawful; otherwise the agreement is void". Explain. 4M
2. How do we appoint directors in the board of meeting? 4M
3. Write short note on bill of exchange. 4M
4. What is foreign direct investment in India? 4M
5. Discuss the concept of stock indices. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). What is contract? Explain the essential of a valid contract. 10M
- OR**
6. B). Explain the sale and agreement to sell. Discuss various principles of sale of goods act-1930. 10M
7. A). List out various types of winding up of the company. 10M
- OR**
7. B). What is incorporation of a company? Explain the steps and procedure for incorporation of a company. 10M
8. A). Define cheque. Explain the characteristics of cheque and give different classifications of cheque. 10M
- OR**
8. B). i) Define Endorsement. Mentioned various types of endorsement. 5M
ii) What are the challenges of cyber law in Indian context? 5M
9. A). Elaborate the concept of the India's new EXIM Policy. 10M
- OR**
9. B). What are the main components of PESTLE model? 10M
10. A). Explain the Foreign Direct Investments in India with suitable examples. 10M
- OR**
10. B). Write short note on:
i) GATT
ii) WTO 10M

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Course Code: C30103



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Supplementary Examinations September-2023

Course Name: **FINANCIAL ACCOUNTING & ANALYSIS**

(Master of Business Administration)

Date: 09.09.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. What are Generally Accepted Accounting Principal (GAAP)? Discuss? 4M
2. What is Trial Balance? Explain the items in Trial Balance. 4M
3. Define Depreciation? What are the objectives and importance of depreciate? 4M
4. Explain the differences between horizontal and vertical analysis. 4M
5. Explain the concept and uses of Ratio Analysis in Financial Analysis. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Write the objectives and Importance of Accounting? Explain the basic concepts and conventions of accounting. 10M

OR

6. B). i) What is the concept of Double Entry System? 5M
ii) Explain briefly about the Classification of Accounts with examples. 5M
7. A). i) Discuss briefly about the journal and ledger with proformas. 5M
ii) Journalize the following transactions: 5M

2000		Rs.
Jan. 1	Mohan started business with cash	80,000
Jan. 6	Purchased goods from Ram on credit	30,000
Jan. 8	Sold goods on cash	6,000
Jan. 15	Bought Furniture from Yash for cash	8,000
Jan. 18	Paid Salary to manager	6,500
Jan. 20	Paid Rent to land lord in cash	1,000

(P.T.O..)

OR

7. B). From the following Trial Balance of Mr. Nitin, prepare Trading and Profit and Loss Account for the year ending 31st March, 2002 and Balance Sheet on that date : 10M

Debit Balance	Rs.	Credit Balance	Rs.
Drawings	14,200	Capital	85,000
Plant and Machinery	19,000	Sales	2,38,120
Stock on 1st April, 2001	29,200	Discount Received	1,200
Purchases	2,07,240	Provision for Doubtful Debts	2,100
Bills Receivable	4,800	Returns outward	5,820
Returns Inwards	4,200	Apprenticeship premiums	2,400
Cash in hand	960	Bank Overdraft	4,000
Sundry Debtors	64,000	Sundry Creditors	20,000
Bad debts	3,440	Bills Payable	3,600
Sundry Expenses	8,800		
Rent	2,400		
Rates and Taxes	4,000		
	3,62,240		3,62,240

ADJUSTMENTS:

- (i) Interest is charged on capital @ 5% per annum.
- (ii) Provide for Doubtful Debts at 5% on sundry debtors.
- (iii) Depreciation is charged on Plant and Machinery @ 10% p.a.
- (iv) Outstanding Rent was Rs. 800
- (v) There were prepaid taxes for Rs. 1,600.
- (vi) Apprenticeship Premium Rs. 400 was to be carried forward.
- (vii) The value of stock on 31st March 2001 was Rs. 34,000.

8. A). Explain the concept of Issue & Redemption of shares and Debentures with entries and examples. 10M

OR

8. B). Aswin purchased a machine for Rs. 2,50,000 with an expected life of 10 years, on 1st April, 2010 and spent Rs. 20,000 towards transportation and installation. He followed straight line method for providing depreciation for 2 years and found unsuitable. On 1st April, 2012, he switched over to Diminishing balance method and continued up to 31st March, 2015. Prepare Machinery Account for the entire period and ascertain the book value on 1st April, 2015. 10M

(P.T.O.)

9. A). From the following abridged balance sheets of Hansraj as on 31st March, 2015 and 2016, you are required to prepare a schedule of changes in working capital and a fund flow statement: 10M

Liabilities	31.3.2015	31.3.2016	Assets	31.3.2015	31.3.2016
Share capital	Rs.3,00,000	Rs.4,50,000	Fixed Assets	Rs.5,00,000	Rs.6,00,000
Long term borrowings	1,10,000	1,30,000	Less (Accumulated Depreciation)	(50,000)	(60,000)
Short term borrowings	80,000	70,000	Net value of Assets	4,50,000	5,40,000
Current liabilities	40,000	30,000	Current Assets	50,000	1,00,000
			P&L Account	30,000	40,000
	5,30,000	6,80,000		5,30,000	6,80,000

OR

9. B). i) What is the difference between Cash flow statement and Fund Flow Statements? Explain with proformas? 5M
 ii) What are the limitations of Cash flow statements? How are cash flows classified as per AS-3? 5M
10. A). i) What is Ratio Analysis? Explain the classification of ratios with formulas? 5M
 ii) What is solvency? Define and explain two of the ratios used for solvency. 5M

OR

10. B). The following financial statement is summarized from the books of Akhilesh Ltd. As on 31st March, 2016: 10M

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Paid up capital	15,00,000	Fixed Assets	16,50,000
Reserves & surplus	6,00,000	Stock in trade	9,10,000
Debentures	5,00,000	Book Debts	12,40,000
Bank overdraft	2,00,000	Short term investments	1,60,000
Sundry creditors	12,00,000	Cash	40,000
	40,00,000		40,00,000

Additional information:

Annual sales: Rs. 74,40,000 and Gross profit: Rs. 7,44,000 Bank overdraft is payable on demand You are required to calculate the following ratios for the year and comment on the financial position as revealed by these ratios:

- a) Debt-Equity Ratio, b) Current Ratio, c) Proprietary Ratio, d) Gross Profit Ratio, e) Debtor-Turnover ratio and f) Stock-Turnover ratio.

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Course Code: C30104



CMR COLLEGE OF ENGINEERING & TECHNOLOGY
(UGC AUTONOMOUS)

MBA I Semester Supplementary Examinations September-2023

Course Name: **MANAGERIAL ECONOMICS**

(Master of Business Administration)

Date: 12.09.2023 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Define Equi-Marginalism with suitable example. 4M
2. Summarize Income elasticity of demand with suitable example. 4M
3. When will Economies of Scale occur? 4M
4. Compare Fixed Vs Variable Cost. 4M
5. Outline any three features of oligopoly. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). "Managerial Economics is multi-disciplinary in nature"- Discuss. 10M
OR
6. B). Discuss the nature and scope of Managerial Economics. 10M
7. A). Explain the need for demand forecasting. Discuss with an example. 10M
OR
7. B). Define Supply. Explain Law of supply, Elasticity of supply with suitable examples. 10M
8. A). Explain Cobb-Douglas Production Function in detail. 10M
OR
8. B). Explain Law of Variable Proportions with suitable example. 10M
9. A). Define Cost. Explain different types of Costs with suitable examples. 10M
OR
9. B). Discuss cost-output relation in the short-run. 10M
10. A). Explain price-output determination under monopolistic competition. 10M
OR
10. B). Write Short Notes on: (i) Commodity Bundling (ii) Transfer Pricing (iii) Peak Load Pricing with suitable examples of each. 10M

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Course Code: C30105



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Explain the term 'Validation of Questionnaire'. 4M
2. What is a research report? Explain its steps. 4M
3. Write Short notes on Descriptive Statistics. 4M
4. Explain paired t-test. 4M
5. What is index number? Explain consumer price indexes. 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Differentiate between Primary and Secondary sources of data. 10M

OR

6. B). Describe the research process. How market research helps launching a new product? 10M

7. A). Explain the concepts of Measurement and scaling. 10M

OR

7. B). Define report. Explain briefly about research report and its layout. 10M

8. A). Find the value of the correlation coefficient from the following table: 10M

Subject	1	2	3	4	5	6
Age X	43	21	25	42	57	59
Glucose level Y	99	65	79	75	87	81

OR

8. B). Calculate the Rank Coefficient of Correlation from the following data given in Table: 10M

X	75	88	95	70	60	80	81	50
Y	120	134	150	115	110	140	142	100

9. A). List out the procedure in one way and Two way ANOVA. 10M

(P.T.O..)

OR

9. B). A company keeps records of accidents as in Table. During a recent safety review, a random sample of 60 accidents was selected by the day of the week on which they occurred. Test whether there is any evidence that accidents are most likely on some days than other. 10M

Day	MON	TUE	WED	THU	FRI
No of accidents	8	12	9	14	17

10. A). Below in Table are the figures of production (in thousand quintals) of a sugar factory: 10M

Year	1992	1993	1994	1995	1996	1997	1998
Production	80	90	92	83	94	99	92

- Fit a straight line trend to these figures.
- Plot these figures on a graph and show the trend line.
- Estimate the production in 2005.

OR

10. B). Explain the characteristics and uses of index number. 10M

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Course Code: C30109



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: 70

(Note: Assume suitable data if necessary)

PART-A

Answer all FIVE questions (Compulsory)

Each question carries FOUR marks.

5x4=20M

1. Why rural marketing is important in a country like India? 4M
2. Explain the tools of marketing research. 4M
3. Briefly write about product life cycle. 4M
4. Describe the channels of distribution. 4M
5. What is cooperative marketing? 4M

PART-B

Answer the following. Each question carries TEN Marks.

5x10=50M

6. A). Define Rural Marketing. Discuss its nature and characteristics. 10M
- OR**
6. B). Define rural marketing and urban marketing? Explain the scope and peculiarities of Indian rural marketing. 10M
7. A). What are the major factors which affect rural marketing? How the rural marketing can be made more effective in India? 10M
- OR**
7. B). i) List out Do's and Don'ts in rural market research. 4M
ii) What are the limitations and challenges of rural marketing research? 6M
8. A). What is the marketing strategy? Which strategies are adopted for rural marketing? 10M
- OR**
8. B). What is rural marketing mix? Discuss the 4 As of rural marketing mix. 10M
9. A). What are the key elements in brand building in rural markets? Discuss. 10M
- OR**
9. B). What are the key challenges in reaching rural markets? How can companies address these bottlenecks? 10M
10. A). Explain the role of government in rural marketing in India. 10M
- OR**
10. B). How can Information Technology be employed as a strategy for developing Rural Market? Also discuss the costs and benefits associated with the same. 10M
