# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
**Course Name: Management and Organization Behavior**
(Master of Business Administration)

| Date: 13.08.2024 AN | 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 management. | 1 M |
| 2. | Write any four principles of management. | 1 M |
| 3. | What is Management by Objective (MBO)? | 1 M |
| 4. | Write the importance of organizing. | 1 M |
| 5. | What is line organization? | 1 M |
| 6. | Write the prerequisites of control. | 1 M |
| 7. | What do you mean by learning? | 1 M |
| 8. | Write the importance of perception. | 1 M |
| 9. | Define groups. | 1 M |
| 10. | What is leadership? | 1 M |

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

| | | |
|---|---|---|
| 11.A). | What are the functions of management? Explain them briefly. | 10M |
| | **OR** | |
| 11. B). | Analyze the differences between administration and management. | 10M |
| 12. A). | Define planning. Explain different types of planning. | 10M |
| | **OR** | |
| 12. B). | What is Departmentation? How is it essential for the management of a business enterprise? | 10M |
| 13. A). | Enlist controlling techniques. Discuss any three techniques. | 10M |
| | **OR** | |
| 13. B). | Explain the steps in creating organizational culture. | 10M |
| 14. A). | Analyze the factors that influence personality and any one theory of personality in detail. | 10M |
| | **OR** | |
| 14. B). | Explain Maslow's hierarchy of human needs. What is the significance of Maslow's Theory of motivation? | 10M |
| 15. A). | Describe the process of group formation and highlight the factors that affects effectiveness of a group. | 10M |
| | **OR** | |
| 15. B). | Explain the contemporary leadership theories. | 10M |

*****

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024

**Course Name: Legal and Business Environment**

**(Master of Business Administration)**

Date: 16.08.2024 AN      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 Consideration? | 1 M |
| 2. | Define Warranties. | 1 M |
| 3. | Explain about Resolutions. | 1 M |
| 4. | What to discuss in Company meetings. | 1 M |
| 5. | Explain about Promissory Note. | 1 M |
| 6. | What is Bills of exchange? | 1 M |
| 7. | Explain PESTEL model. | 1 M |
| 8. | Define Fiscal policy. | 1 M |
| 9. | How Consumer Protection act protect consumer? | 1 M |
| 10. | Explain about Cyber security. | 1 M |

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

| | | |
|---|---|---|
| 11.A). | "All Agreements are not Contracts but all contracts are agreements" Comment. | 10M |
| | **OR** | |
| 11. B). | Explain what do you understand by unlawful and illegal Agreements. | 10M |
| 12. A). | Explain about Companies Act 2013. | 10M |
| | **OR** | |
| 12. B). | Discuss about winding up of a Company. | 10M |
| 13. A). | Explain about RBI guidelines on Digital transactions. | 10M |
| | **OR** | |
| 13. B). | What is a bill of exchange? How does a promissory note differ from bill of exchange? | 10M |
| 14. A). | Why should India be a destination for FDI? | 10M |
| | **OR** | |
| 14. B). | What is latest union Budget? Explain about the same. | 10M |
| 15. A). | What is Information Technology Act 2000? Discuss its aim and objectives. | 10M |
| | **OR** | |
| 15. B). | Explain about Sustainability Reporting practices. | 10M |

*****

## CMR COLLEGE OF ENGINEERING & TECHNOLOGY
### (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
## Course Name: Financial Reporting and Analysis
### (Master of Business Administration)

| Date: 19.08.2024 AN | 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 accounting? | 1 M |
|---|---|---|
| 2. | What is GAAP? | 1 M |
| 3. | What is capital expenditure with two examples? | 1 M |
| 4. | What is journal? | 1 M |
| 5. | What is depreciation? | 1 M |
| 6. | What is FIFO method? | 1 M |
| 7. | What are unpaid costs? | 1 M |
| 8. | What are cash profits? | 1 M |
| 9. | What is Liquid ratio or quick ratio? | 1 M |
| 10. | What is IFRS? | 1 M |

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

11.A). Explain accounting concepts and conventions.                    10M

**OR**

11. B). What is the importance of accounting? Explain with its objectives and advantages.                    10M

12. A). Explain capital expenditure and revenue expenditure with examples.                    10M

**OR**

12. B). Maanvi Enterprises has provided you the following information for the year ending 31st March, 2019. Prepare Trading Account.                    10M

| Particulars | Amount in Rs. |
|---|---|
| Stock as on 1st April, 2018 | 50,000 |
| Octroi | 18,000 |
| Freight | 11,000 |
| Carriage Inwards | 7,000 |
| Wages | 40,000 |
| Sales (Gross) | 11,13,000 |
| Sales Returns | 19,000 |
| Purchases of Stock | 9,00,000 |
| Returns Outwards | 30,000 |
| Closing Stock as on 31-3-2019 | 42,000 |

*(P.T.O..)*

13. A). What is depreciation? What are the causes and advantages of depreciation?          10M

OR

13. B). Distinguish between straight line and written down methods of depreciation.          10M

14. A). Outline the format of Cash flow statement.          10M

OR

14. B). From the following Balance Sheet of Ganesh Ltd., prepare Schedule of Changes in Working          10M
Capital and Fundsflow statement.

**Balance sheet**

| Liabilities | 2002 | 2003 | Assets | 2002 | 2003 |
|---|---|---|---|---|---|
| creditors | 55,000 | 83,000 | Cash in hand | 15,000 | 10,000 |
| Bills payable | 20,000 | 16,000 | Cash at bank | 10,000 | 8,000 |
| Share capital | 1,00,000 | 1,50,000 | Debtors | 1,60,000 | 2,00,000 |
| General Reserve | 7,000 | 8,000 | Stock | 77,000 | 1,09,000 |
| Debentures | 1,00,000 | 1,00,000 | Bills receivable | 20,000 | 30,000 |
| | 2,82,000 | 3,57,000 | | 2,82,000 | 3,57,000 |

15. A). Discuss the advantages and disadvantages of Ratio analysis.          10M

OR

15. B).

| Liabilities | Rs. | Assets Rs. | Rs. |
|---|---|---|---|
| Equity share capital | 5,00,000 | Land and buildings | 1,00,000 |
| Preference share capital | 2,00,000 | machinery | 4,00,000 |
| General reserve | 1,00,000 | Furniture | 50,000 |
| Secured loans | 3,00,000 | inventory | 3,00,000 |
| Sundry creditors | 1,00,000 | Sundry debtors | 3,00,000 |
| | | Cash/bank balance | 50,000 |
| | 12,00,000 | | 12,00,000 |

10M

Calculate following ratios from the above balance sheet: i) Current Ratio, ii) Liquid Ratio
iii) Proprietary Ratio and iv) Debt Equity Ratio.

*****

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024

**Course Name: Business Economics**

### (Master of Business Administration)

Date: 21.08.2024 AN          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 economics?          1 M
2.  List two key areas included in the scope of business economics.          1 M
3.  Recall the term Demand as used in economics.          1 M
4.  Name three types of elasticity of demand          1 M
5.  State the definition of the production function.          1 M
6.  What is the break-even point?          1 M
7.  Identify three key features of perfect competition.          1 M
8.  Restate the term Monopoly.          1 M
9.  What is meant by cost-plus pricing?          1 M
10. Recite the term transfer pricing.          1 M

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

11.A).  Enumerate the scope of business economics, highlighting its various components.          10M

**OR**

11. B).  Discuss the nature of business economics and its connections with other fields.          10M

12. A).  Enumerate the factors affecting the demand for a particular product.          10M

**OR**

12. B).  What is the elasticity of demand? Discuss the most common methods for measuring demand elasticity.          10M

13. A).  Describe the Cobb-Douglas production function concept.          10M

**OR**

13. B).  Illustrate the law of variable proportions with the help of diagram.          10M

14. A).  Distinguish between perfect competition and monopoly.          10M

**OR**

14. B).  Outline the price-output determination under perfect competition.          10M

15. A).  Discuss the various factors that influence pricing decisions.          10M

**OR**

15. B).  Evaluate and compare the effectiveness of cost-based pricing and value-based pricing.          10M

\*\*\*\*\*

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
**Course Name: Research Methodology and Stastical Analysis**
#### (Master of Business Administration)

Date: 23.08.2024 AN    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 Methodology. | 1 M |
| 2. | What is Research Problem? | 1 M |
| 3. | Define Sampling. | 1 M |
| 4. | What is Scaling Concept? | 1 M |
| 5. | What do you mean by Central Tendency? | 1 M |
| 6. | What is Measures of Variability? | 1 M |
| 7. | What is Hypothesis Testing? | 1 M |
| 8. | What is Two-Tailed Test? | 1 M |
| 9. | What is Trend Analysis? | 1 M |
| 10. | What is Moving Averages Method? | 1 M |

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

5x10=50M

11.A). Define Business Research. Explain the role of Business Research.    10M

**OR**

11. B). What is a Research? Explain the different types of Research in detail.    10M

12. A). What are the tools used for collecting data? Explain in brief.    10M

**OR**

12. B). Explain how Online Data Base is useful for Business Research.    10M

13. A). Discuss in detail on Measures of Dispersion.    10M

**OR**

13. B). Calculate mean, median and mode of the following data relative to weight of 120 articles.    10M

| Weight (in grams) | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 |
|---|---|---|---|---|---|---|
| No of Articles | 14 | 17 | 22 | 26 | 23 | 18 |

*(P.T.O..)*

14. A). The table below shows the lifetimes under controlled conditions, in hours in excess of    10M
1000 hours, of samples of 60W electric light bulbs of three different brands.

| 1 | 2 | 3 |
|---|---|---|
| 16 | 18 | 26 |
| 15 | 22 | 31 |
| 13 | 20 | 24 |
| 21 | 16 | 30 |
| 15 | 24 | 24 |

Assuming all lifetimes to be normally distributed with common variance, test, at the 1% significance level, the hypothesis that there is no difference between the three brands with respect to mean lifetime.

**OR**

14. B). Explain about the sampling Techniques in detail.                                             10M

15. A). What is Trend? What are the various methods of fitting a straight line to a time series?      10M

**OR**

15. B). The following table relates to the tourist arrivals during 1990 to 1996 in India:           10M

| Years | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 |
|---|---|---|---|---|---|---|---|
| Tourists arrivals ( in millions) | 18 | 20 | 23 | 25 | 24 | 28 | 30 |

Fit a straight line trend by the method of least squares and estimates the number of tourists that would arrives in the year 2000.

**\*\*\*\*\***

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
**Course Name: Business Ethics and Corporate Governance**
(Master of Business Administration)

| Date: 28.08.2024 AN | 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. | How would you define Business ethics? | 1 M |
| 2. | What are the advantages of Business Ethics? | 1 M |
| 3. | What do you mean by Ethical dilemma? | 1 M |
| 4. | Discuss the ethics in Media reporting. | 1 M |
| 5. | Identify the need for corporate Governance. | 1 M |
| 6. | Define Agency theory of Corporate governance. | 1 M |
| 7. | Define Auditing. | 1 M |
| 8. | What do you mean by statutory meeting? | 1 M |
| 9. | Define Corporate social responsibility. | 1 M |
| 10. | List out the steps to attain Corporate social responsibility. | 1 M |

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

| | | |
|---|---|---|
| 11.A). | Illustrate the myths about Business Ethics. | 10M |
| | **OR** | |
| 11. B). | Describe the carol Gilligan's theory of ethics. | 10M |
| 12. A). | Examine the unfair means of Advertising. | 10M |
| | **OR** | |
| 12. B). | Discuss about ethics of Finance and Accounting professionals. | 10M |
| 13. A). | Outline the role of capital markets in the growth of Indian economy. | 10M |
| | **OR** | |
| 13. B). | Summarize about various Indian committees on corporate governance. | 10M |
| 14. A). | Describe about various types of Directors and the functions of directors. | 10M |
| | **OR** | |
| 14. B). | Outline the role of Boards in sub committees. | 10M |
| 15. A). | Examine CSR as a business strategy for sustainable development. | 10M |
| | **OR** | |
| 15. B). | Discuss the recent amendments in companies act. | 10M |

*****

## CMR COLLEGE OF ENGINEERING & TECHNOLOGY
### (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
**Course Name: Rural Marketing**
#### (Master of Business Administration)

| Date: 28.08.2024 AN | 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 a rural market.                                                                 1 M
2. What distinguishes rural markets from urban markets?                                   1 M
3. Why is market research important in rural areas?                                       1 M
4. Provide one factor to consider when designing surveys for rural consumers.             1 M
5. Define rural marketing mix.                                                            1 M
6. Name one element of the rural marketing mix.                                           1 M
7. Define rural market brand management.                                                  1 M
8. Name one key consideration in managing brands in rural markets.                        1 M
9. Define Social Marketing.                                                               1 M
10. Define Rural Market mapping.                                                          1 M

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

11.A). Compare and contrast various rural marketing models used in India, highlighting their strengths and weaknesses.                                    10M

**OR**

11. B). What are the key differences between rural marketing and urban marketing approaches?                                                              10M

12. A). i) What are the primary sources of information used in rural market research.    5M
         ii) Explain the factors influencing rural consumers when purchasing a product.  5M

**OR**

12. B). Explain the various approaches and tools used in marketing research specifically tailored for rural markets.                                     10M

13. A). Define the concept of Rural Marketing Mix and explain its significance in catering to rural consumers.                                          10M

**OR**

13. B). Explain the concept of the 4As of Rural Marketing Mix (Accessibility, Affordability, Awareness, and Acceptability) and their importance in rural market penetration.   10M

14. A). How does brand loyalty manifest in the rural market, and what factors contribute to building and sustaining brand loyalty among rural consumers?   10M

**OR**

14. B). Compare and contrast regional brands v/s national brands in the context of rural markets. What advantages do each type of brand offer in rural areas?   10M

*(P.T.O..)*

15. A). How does marketing of consumer products differ from marketing of services in rural areas? Discuss key strategies for effectively marketing both types of offerings in rural markets.  10M

**OR**

15. B). Discuss about the innovation for rural market and list out examples of innovative products or services designed specifically for rural markets?  10M

*****

# CMR COLLEGE OF ENGINEERING & TECHNOLOGY
## (UGC AUTONOMOUS)
### MBA I Semester Supplementary Examinations August-2024
## Course Name: Financial Institutions, Markets and Services
### (Master of Business Administration)

Date: 28.08.2024 AN          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 primary focus of NABARD?                                    1 M
2. Recall the full form of "SIDBI".                                       1 M
3. Outline the bank capital adequacy norms.                              1 M
4. What is the role of capital market support in assisting banks with their capital needs?   1 M
5. What types of securities are traded in the Government Securities Market?   1 M
6. Which regulatory body oversees the primary and secondary markets in India?   1 M
7. Interpret about venture capital financing.                            1 M
8. Define bills discounting.                                             1 M
9. What role do debenture trustees play?                                 1 M
10. Recall the services of portfolio managers provide to their clients.   1 M

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

11.A). Explain the structure of the financial system.                    10M

**OR**

11. B). Outline the different techniques used by the Reserve Bank of India (RBI) to control monetary policy.   10M

12. A). Distinguishing features of public sector and Private sector commercial banks.   10M

**OR**

12. B). Describe the structure and functioning of Unit Trust of India (UTI) and Mutual Funds in India.   10M

13. A). Evaluate the significance of Commercial Paper (CP) and Certificate of Deposits (CDs) in the Indian money market. How do CPs and CDs offer alternative sources of short-term financing for corporations and financial institutions?   10M

**OR**

13. B). Critically evaluate the role of the Securities and Exchange Board of India (SEBI) in regulating both primary and secondary markets.   10M

14. A). "How do consumer credit and hire purchase finance differ in terms of their functions and advantages?   10M

**OR**

14. B). Discuss the processes involved in credit rating and the criteria used by rating agencies to assess creditworthiness.   10M

15. A). Discuss the process of underwriting in investment banking and its significance in managing risk for issuers.   10M

**OR**

15. B). What are the primary challenges confronting investment bankers within the contemporary financial ecosystem?".   10M

*****