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

Course Name: Business Law & Environment

(Master of Business Administration)

Date: 16.08.2024 AN	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. Write the remedies for breach of contract.   4M
2. Explain the powers & duties of Directors.   4M
3. Summarize the purpose of Negotiable instruments.   4M
4. Explain PESTEL Model using examples.   4M
5. Write a short note on India's trade policy.   4M

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

6. A). Discuss the Nature of contract and also explain essential elements of valid contract.   10M

OR

6. B). Explain the essentials of Contract of sale, explain the differences between sale and agreement of sale.   10M

7. A). Write various steps and procedure for incorporation of the company   10M

OR

7. B). Discuss the modes of winding-up of a company.   10M

8. A). What is Negotiable instrument? Explain various types of Negotiable instruments.   10M

OR

8. B). Examine the importance of cyber laws in India and analyze the key challenges faced by the Indian legal system in enforcing these laws effectively.   10M

9. A). What is Industrial Policy of 1991? Discuss the components of Industrial policy.   10M

OR

9. B). Outline the key aims of India's monetary policy and evaluate their impact on economic growth.   10M

10. A). Describe the impact of recent regulatory reforms in the Indian capital market on investor protection.   10M

OR

10. B). Discuss the key elements of India's trade policy and outline the impact on domestic and international trade.   10M

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

Date: 19.08.2024 AN | 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 is the significance of accounting?   4M

2. Write a short note on subsidiary book with example.   4M

3. Explain the concept of depreciation.   4M

4. How do you prepare financial statements?   4M

5. From the following figures, calculate quick ratio: 4M

Short-term investments	50,000
Sundry Debtors	80,000
Stock	1,00,000
Bills Receivable	60,000
Sundry Creditors	50,000
Bills Payable	30,000
Bank overdraft	40,000
Prepaid expenses	10,000
Outstanding expenses	10,000
Cash in hand and at bank	60,000
Short-term loan (cr.)	70,000

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

6. A). Illustrate the classification of accounts with suitable examples and explain accounting   10M
cycle.

OR

6. B). Define Double Entry System of Book Keeping. Explain the advantages and   10M
disadvantages of Double entry system of book keeping.

7. A). Write brief note on journal, ledger and Trial Balance proforma with example.   10M

(P.T.O..)

7. B). Prepare the final accounts from the following information   10M

PARTICULARS	DEBIT AMOUNT		CREDIT AMOUNT
debtors	64000	sales	265000
stock	44000	creditors	25300
cash in hand	370	bills payable	15000
cash at bank	3090		
plant & machinery	35000		
stationery	2150		
salaries	4450		
carriage outwards	800		
rent	1500		
purchases	237740		
discounts	2200		
land & buildings	69000		
capital			159000
	4,64,300		4,64,300

8. A). Compare and contrast the different types of debentures that companies may issue. Discuss the advantages and disadvantages.   10M

8. B). On 1-1-2021 a firm purchased a machinery worth Rs.50000. The accounts are closed each year on 31st December assuming that annual depreciation to be 10%, show machinery account for 3 years using diminishing balance method.   10M

9. A). Explain the concept horizontal analysis and vertical analysis and list out its pro's and con's.   10M

9. B). Following are the summarized balance sheet of a limited company as on 31st December 2021 and 2022.   10M

	2021	2022
LIABILITIES		
share capital	500000	600000
reserves	150000	180000
profit & loss account	40000	65000
debentures	300000	250000
creditors	170000	160000
provisions for income tax	60000	80000
	12,20,000	13,35,000
ASSETS		
fixed assets	1000000	1120000
less: depreciation	370000	460000
	6,30,000	6,60,000
stock	240000	370000
debtors	250000	230000
cash	100000	75000
	12,20,000	13,35,000

You are required to prepare a statement of changes in working capital and sources and application of funds.

10. A). Define ratio analysis and explain types of ratios and formulas   10M

10. B). Elucidate the du-Pont chart and discuss the advantages   10M

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

Course Name: Managerial Economics

(Master of Business Administration)

Date: 21.08.2024 AN   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 basic economic concepts of Marginalism and Incrementalism principle.   4M
2. Define Supply. Explain Law of Supply.   4M
3. Explain Marginal Rate of Technical Substitution and its impact on production.   4M
4. Explain Explicit cost, Implicit cost and Sunk cost with examples.   4M
5. Define Market. Explain classification markets in detail.   4M

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

6. A). Examine the role of Managerial economics for taking business decisions to make organization successful.   10M

OR

6. B). Discuss the role of Time perspective and Risk & Uncertainty principles in business decisions.   10M

7. A). Define Demand Forecasting. Analyze the methods of demand forecasting.   10M

OR

7. B). Define Elasticity of demand. Discuss types and significance of elasticity of demand.   10M

8. A). Define Production. Examine Production function with all variable inputs or Law of returns to scale.   10M

OR

8. B). Define Iso-quant. Examine the types and properties of Iso-quant.   10M

9. A). Analyze Cost and Output relationship in long run.   10M

OR

9. B). Define Cost. Examine the managerial use of cost concepts in decision making.   10M

10. A). Discuss the features of Monopoly market. Analyze long run and short run in Monopoly market.   10M

OR

10. B). Discuss the features of Oligopoly market. Analyze long run and short run in Oligopoly market.   10M

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

Date: 23.08.2024 AN   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. Differentiate between univariate and multivariate data.   4M

2. Define a research report and its purpose. Discuss the key components that should be included in a research report.   4M

3. Define regression analysis and explain its purpose in statistical modeling.   4M

4. Identify the null and alternative hypotheses for an ANOVA test and describe what each hypothesis represents.   4M

5. Describe the difference between a price index and a quantity index.   4M

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

6. A). Distinguish between primary and secondary data in data collection hilting their importance in research methodology.   10M

OR

6. B). Describe the research process in detail. Take an example of doing market research before launching a new product.   10M

7. A). Develop a research ethics protocol, addressing ethical considerations such as informed consent, confidentiality, and potential risks to participants.   10M

OR

7. B). Create a report layout, including font styles, headings, and formatting guidelines for text and visual elements, to enhance readability and visual appeal.   10M

8. A). Examine the assumptions underlying Spearman's rank-order correlation coefficient and assess their relevance to a specific research context.   10M

OR

8. B). Calculate Mean, Median and Mode of the following data: 10M

X = x	0-5	5-10	10-15	15-20	20-25	25-30
Y = f(x)	14	12	17	21	23	13

9. A). Design a research study where you would use a t-test to compare the means of two independent groups.   10M

OR

9. B). Analyze the directional nature of hypotheses in a one-tailed test and its implications for interpreting statistical results.   10M

(P.T.O..)

10. A). Analyze the advantages and limitations of using freehand curves compared to other methods of data visualization.   10M

OR

10. B). By Method of least squares, Fit a straight line to the following data: 10M

x	0	1	2	3	4
y	5	4	7	2	9

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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: 70

(Note: Assume suitable data if necessary)

PART-A
Answer all FIVE questions (Compulsory)
Each question carries FOUR marks.   5x4=20M

1.	What do you understand by the term Rural Marketing?	4M
2.	Summarize the role of research in understanding the market.	4M
3.	Outline important points on rural marketing mix.	4M
4.	What is Channel Management? Explain its advantages and disadvantages.	4M
5.	Explain the importance of agricultural marketing in India.	4M

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

6. A).	Explain the Nature and Characteristics of Rural Marketing.	10M
	OR	
6. B).	Compare and illustrate the parameters differentiating rural and urban marketing.	10M
7. A).	Outline the factors influencing rural consumers while purchasing the product? Explain with relevant examples.	10M
	OR	
7. B).	Assuming yourself as a consultant, determine the role of Rural Marketing Consulting agency with relevant examples.	10M
8. A).	Discuss the Rural Market Product Life Cycle with an illustration.	10M
	OR	
8. B).	What is New Product Development? Explain the steps in new product development process.	10M
9. A).	Define Brand and Brand Management? Distinguish between regional branding and national branding with examples.	10M
	OR	
9. B).	Explain the functioning and status of Indian Rural Retail Channel Management.	10M
10. A).	Discuss the application of e-Marketing in the India Rural Retail Market.	10M
	OR	
10. B).	What is Organized Rural Marketing? Do you think it is possible in India? Elaborate the same with suitable examples.	10M

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