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**R22**



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY  
(UGC AUTONOMOUS)**

**Examination** : MBA I Semester Regular & Supplementary Examinations February-2025  
**Course Name** : Management and Organizational Behavior  
**Course Code** : C400301  
**Branch** : Master of Business Administration  
**Date & Session** : 24-02-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. What are Mintzberg's Interpersonal Roles? 1 M
2. Expand 'POSDCORB'. 1 M
3. Give an example of Tactical Planning. 1 M
4. What is Narrow span of control? 1 M
5. List the types of culture. 1 M
6. Draw the process of control. 1 M
7. State the limitations of organizational behaviour. 1 M
8. What is Herzberg's two-factor theory? 1 M
9. Define Teams with examples. 1 M
10. What is Power in an organizational context? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Define Management. Explain the important phases in the evolution of management thought. 10M
- OR**
11. B). What is Administration? Differentiate administration from management. 10M
12. A). Define Planning. Elaborate on the various steps involved in the planning process. 10M
- OR**
12. B). Illustrate the various types of organizations with appropriate diagrams. 10M
13. A). Define Staffing. Examine its significance in the success of an organization. 10M
- OR**
13. B). List various IT-enabled controls. Analyze the challenges associated with their implementation. 10M
14. A). Define Organizational behavior. Discuss the historical perspectives of organizational behavior. 10M
- OR**
14. B). Draw the Learning process. Illustrate various theories of learning with examples. 10M
15. A). What is Group cohesiveness? Analyze how various group properties influence it in an organizational setting. 10M
- OR**
15. B). List the important leadership traits. Compare various leadership styles with examples. 10M

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R22



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA I Semester Regular & Supplementary Examinations February-2025  
**Course Name** : Legal and Business Environment  
**Course Code** : C400302  
**Branch** : Master of Business Administration  
**Date & Session** : 27-02-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. What is the difference between a unilateral and bilateral contract? 1 M
2. What is an offer in contract law? 1 M
3. What is the difference between a private and a public company? 1 M
4. What is meant by 'winding-up' of a company? 1 M
5. Define a 'negotiable instrument'. 1 M
6. Which authority regulates digital transactions in India? 1 M
7. State one benefit of FDI for a country. 1 M
8. What is Fiscal Policy ? 1 M
9. What is the primary objective of the IT Act, 2000? 1 M
10. What does IPR stand for? 1 M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

- 11.A). Define contract. Explain types of contracts. 10M
- OR**
11. B). What is Offer, Acceptance and Consideration? Explain in detail with suitable examples. 10M
12. A). Explain the steps and procedures for the incorporation of a company as per the Companies Act, 2013. 10M
- OR**
12. B). Discuss the appointment, powers, duties, and liabilities of directors under the Companies Act, 2013. 10M
13. A). Define a negotiable instrument. Explain different types of negotiable instruments with suitable examples. 10M
- OR**
13. B). What are the reasons for the dishonor of a cheque? Explain the legal consequences and remedies available for dishonor of a cheque under the Negotiable Instruments Act, 1881. 10M
14. A). Explain the PESTEL model of macroeconomic analysis. How does it help businesses in decision-making? 10M
- OR**
14. B). Compare and contrast fiscal policy and monetary policy. How do they impact economic growth and inflation? 10M

(P.T.O..)

15. A). Explain the key provisions of the Consumer Protection Act, 2019. How does it ensure consumer rights and protection? 10M

**OR**

15. B). Explain the role of environmental laws in India. How does the National Green Tribunal (NGT) contribute to environmental protection? 10M

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**R22**



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA I Semester Regular & Supplementary Examinations February-2025  
**Course Name** : Financial Reporting and Analysis  
**Course Code** : C400303  
**Branch** : Master of Business Administration  
**Date & Session** : 01-03-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. Explain the importance of accounting. 1 M
2. Classify types of accounts. 1 M
3. Classify capital and revenue expenses. 1 M
4. Define books of the original record. 1 M
5. Outline the straight-line depreciation method. 1 M
6. Describe the LIFO inventory valuation method. 1 M
7. Summarize vertical analysis of statements. 1 M
8. Interpret the Gross Working Capital. 1 M
9. Outline key features of ICAI standards. 1 M
10. Explain the importance of turnover ratios. 1 M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

- 11.A). Explain the objectives of accounting with suitable examples. 10M
- OR**
11. B). Classify accounts based on nature and function with examples. 10M
12. A). Journalize the following transactions. Also, state the nature of each account involved in the journal entry. 10M
- i. Dec.01, 2024 - Ajit started business with cash Rs. 40,000.
  - ii. Dec.03 - He paid into the bank Rs. 2,000.
  - iii. Dec.05 - He purchased goods for cash Rs. 15,000.
  - iv. Dec.08 - He sold goods for cash Rs. 6,000.
  - v. Dec.10 - He purchased furniture and paid by cheque Rs. 5,000.
  - vi. Dec.12 - He sold goods to Aravind Rs. 4,000.
  - vii. Dec.14 - He purchased goods from Amrit Rs. 10,000.
  - viii. Dec.15 - He returned goods to Amrit Rs. 5,000.
  - ix. Dec.16 - He received from Arvind Rs. 3,960 in full settlement.
  - x. Dec.18 - He withdrew goods for personal use Rs. 2,000.

**(P.T.O.)**

OR

12. B). Prepare the final accounts of Mr. Mahavir as on 31<sup>st</sup> March 2003 from the following.

10M

Debit Balances	Rs.	Credit Balances	Rs.
Purchases	1,80,000	Sales	2,05,000
Opening stock	10,000	Loan	10,000
Salaries	5,400	Creditors	15,000
Rent	2,750	Capital	55,000
Machinery	29,000		
Wages	4,200		
Furniture	5,000		
Electricity	550		
Trade Expenses	1,500		
Debtors	10,500		
Interest on loan	900		
Commission	200		
Buildings	30,000		
Drawings	5,000		
	2,85,000		2,85,000

Adjustments:

1. Interest on loan is 10% p.a.
2. Sundry debtors including Rs. 500 which has become bad
3. The depreciation is to be provided on Machinery and furniture is 10%.
4. Closing stock Rs. 12,000.

13. A). Discuss the relationship between depreciation and asset valuation in accounting.

10M

OR

13. B). On 1st July 2004 Company Limited purchased a second hand Machinery for Rs. 20,000 and spends Rs. 3,000 on reconditioning and installing it. On 1st January, 2005 the firm purchases new machinery worth Rs. 12,000. On June 30th, 2006 the Machinery purchased on 1-1-2005 was sold for Rs. 8,000 and on 1st July, 2006 fresh plant was installed at a cost of Rs. 15,000. The company writes off 10% on the original cost. The accounts are closed every year ending 31st March. Show the Machinery account for 3 years ending 31st March 2007.

10M

14. A). Explain the key objectives and importance of financial statement analysis in decision-making.

10M

OR

14. B). Describe the various components of financial statements and their interrelationships.

10M

15. A). Examine the role of ICAI accounting standards in financial reporting.

10M

OR

15. B). The following figures of XYZ Company are available for the year ended 31st March, 2002:

10M

Net profit before interest and tax Rs. 2,75,000 ; Net profit after tax Rs. 2,20,000 ; Net profit after interest and tax Rs. 1,10,000 ; Preference Dividend Rs. 35,000 ; Capital employed Rs. 11,00,000 ; Total Assets Rs. 12,65,000 ; Net worth or equity shareholders fund Rs. 7,50,000 ;

Calculate

- (i) Return on Capital Employed
- (ii) Return on Total Assets
- (iii) Return on Shareholders' Fund.

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**R22**



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA I Semester Regular & Supplementary Examinations February-2025  
**Course Name** : Business Economics  
**Course Code** : C400304  
**Branch** : Master of Business Administration  
**Date & Session** : 03-03-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. Define Business Economics. 1 M
2. What does the Discounting principle refer to in economics? 1 M
3. What is the formula for Price Elasticity of Demand? 1 M
4. Why demand forecasting is important for businesses? 1 M
5. Define Economies of Scale. 1 M
6. What does the Cobb-Douglas production function describe? 1 M
7. What is the key feature of a Monopoly? 1 M
8. Which market structure is associated with price wars? 1 M
9. What is Cost-plus Pricing? 1 M
10. What is Transfer Pricing? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain the nature and scope of Business Economics with relevant examples. 10M
- OR**
11. B). i) Analyze how Business Economics is related to other disciplines such as Accounting and Marketing. 5M
- ii) Differentiate between risk and uncertainty in business decision-making with examples. 5M
12. A). A Smartphone manufacturer wants to estimate future demand for its new model. Suggest two methods of demand forecasting that could be used and explain their suitability. 10M
- OR**
12. B). What do you understand by demand forecasting? Explain some of the techniques of demand forecasting? 10M
13. A). What is meant by Production function and explain about production function with two variables? 10M
- OR**
13. B). i) Explain the significance of elasticity of demand in pricing decisions. 5M
- ii) Briefly explain the salient features of Economies of Scale. 5M

(P.T.O.)

14. A). What is meant by Market structure and explain about different types of market structures. 10M

**OR**

14. B). i) Explain how the level of competition differs in Perfect Competition and Monopolistic Competition with suitable examples. 5M

ii) Why Oligopoly type of market emerged? Describe its salient features. 5M

15. A). i) Explain price discrimination and discuss how it enables firms to maximize profits. 5M

ii) Why Export-Import Policy is important for a country's economic development? Explain. 5M

**OR**

15. B). Evaluate the effects of dumping on both the exporting and importing countries. What are the possible economic and political repercussions? 10M

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R22



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA I Semester Regular & Supplementary Examinations February-2025  
**Course Name** : Research Methodology and Statistical Analysis  
**Course Code** : C400305  
**Branch** : Master of Business Administration  
**Date & Session** : 05-03-2025 AN **Duration: 3 hours** **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**  
**Each question carries ONE mark.**

**10x1=10M**

1. What is significance of Research? 1 M
2. What do you mean by Primary Data? 1 M
3. What is the Sampling? 1 M
4. Write a short note on Research Report. 1 M
5. What do you mean by Standard deviation? 1 M
6. Describe briefly about Regression Analysis. 1 M
7. What do you mean by Hypothesis? 1 M
8. Define the Goodness of fitness. 1 M
9. What are the components of Trend Analysis? 1 M
10. Recall briefly about Consumer Price Index. 1 M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

- 11.A). What do you mean by Research Design? Explain in detail different types of Research Designs. 10M

**OR**

11. B). What do you mean by "Primary Data"? Explain in detail various methods used by a researcher for collecting Primary Data. 10M

12. A). What do you mean by "Scaling? Explain various scaling techniques used by the Researcher. 10M

**OR**

12. B). What do you mean by "Research Report Layout"? Explain in detail the various components/contents of Research Report. 10M

13. A). Explain The various methods used to measure the variability or dispersion. 10M

**OR**

13. B). Consider the following sample data and compute the spearman's rank Order correlation coefficient. 10M

Maths	68	64	75	50	64	80	75	40	55	64
Physics	62	58	68	45	81	60	68	48	50	70

(P.T.O..)

14. A). Memory Capacity of 9 students was tested before and after training. State at 5% level of significance whether training was effective from the following scores: 10M

	1	2	3	4	5	6	7	8	9
<b>Before</b>	10	15	9	3	7	12	16	17	4
<b>After</b>	12	17	8	5	6	11	18	20	3

Use paired t-test for your analysis.

**OR**

14. B). What is ANOVA? Explain the various assumptions and applications of ANOVA. 10M

15. A). Define the term "Time series ". Explain in detail about the Components of Time series. 10M

**OR**

15. B). Construct Index Numbers of price from the following data by applying 10M

- i. Laspeyres Method
- ii. Pasche's Method
- iii. Bowley's Method

Commodity	2023		2024	
	Price	Qty	Price	Qty
A	2	8	4	6
B	5	10	6	5
C	4	14	5	10
D	2	19	2	13

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**R22**



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY  
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**Examination** : MBA I Semester Regular & Supplementary Examinations Feb/Mar-2025  
**Course Name** : Business Ethics and Corporate Governance  
**Course Code** : C400601  
**Branch** : Master of Business Administration  
**Date & Session** : 07-03-2025 AN                      **Duration:** 3 hours                      **Max. Marks:** 60

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. List out the levels of Business Ethics. 1 M
2. List out the various unethical business practices in organization. 1 M
3. Recall one ethical issue in marketing. 1 M
4. Interpret the significance of cyber ethics. 1 M
5. Explain the concept of corporate governance. 1 M
6. Outline agency theory. 1 M
7. List any two functions of the Board of Directors. 1 M
8. Define governance ratings. 1 M
9. Define Corporate Social Responsibility. 1 M
10. Write two key aspects of Section 135 of the Companies Act. 1 M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

- 11.A). i) Discuss Carol Gilligan's theory. 5M  
ii) Explain in detail the myths of business ethics. 5M
- OR**
11. B). Define Business Ethics. Elaborate in detail the principles of Business Ethics. 10M
12. A). Interpret the role of ethics in financial and accounting professionals. 10M
- OR**
12. B). Examine ethical issues in healthcare services with examples. 10M
13. A). Justify the need for corporate governance in modern organizations. 10M
- OR**
13. B). Compare major corporate governance theories. 10M
14. A). Interpret the role and responsibilities of directors in a company. 10M
- OR**
14. B). Assess the significance of audit and compensation committees in corporate governance. 10M
15. A). Illustrate CSR as a business strategy for sustainable development. 10M
- OR**
15. B). Examine the role of Indian corporations in implementing CSR initiatives. 10M

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**CMR COLLEGE OF ENGINEERING & TECHNOLOGY  
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**Examination : MBA I Semester Regular & Supplementary Examinations Feb/Mar-2025**  
**Course Name : Rural Marketing**  
**Course Code : C400602**  
**Branch : Master of Business Administration**  
**Date & Session : 07-03-2025 AN Duration: 3 hours Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

**Answer all TEN questions**

**Each question carries ONE mark.**

**10x1=10M**

1. Summarize the evolution of rural marketing. 1 M
2. List two key differences between urban and rural marketing. 1 M
3. Write about rural business research. 1 M
4. Summarize the data collection tools for rural market research. 1 M
5. What is the importance of rural product innovation? 1 M
6. Define the term "Rural Market Product Life Cycle". 1 M
7. What are regional and national brands in rural marketing? 1 M
8. What is rural retail channel management? 1 M
9. What is the role of IT in rural development? 1 M
10. Define social marketing in the context of rural markets. 1 M

**PART-B**

**Answer the following. Each question carries TEN Marks.**

**5x10=50M**

- 11.A). Explain the nature and characteristics of the rural market in India. 10M
- OR**
11. B). Discuss the role of the rural economy in shaping marketing strategies. 10M
12. A). Elaborate on the factors influencing rural consumer behavior. 10M
- OR**
12. B). Discuss different methods of data collection in rural marketing. 10M
13. A). Explain the additional P's of rural marketing with examples. 10M
- OR**
13. B). Elaborate on the process of new product development for rural markets. 10M
14. A). Define brand loyalty and explain how companies can build and sustain brand loyalty in rural markets? 10M
- OR**
14. B). How do companies address distribution challenges in rural retail channel management? Explain the key strategies. 10M
15. A). What are the key innovations in rural marketing strategies? Explain with examples. 10M
- OR**
15. B). Discuss the key CSR initiatives taken by companies to promote sustainable growth in rural industry. 10M

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**R22**



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
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**Examination** : MBA I Semester Regular & Supplementary Examinations Feb/Mar-2025  
**Course Name** : Financial Institutions, Markets and Services  
**Course Code** : C400605  
**Branch** : Master of Business Administration  
**Date & Session** : 07-03-2025 AN                      **Duration: 3 hours**                      **Max. Marks: 60**

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries ONE mark.

10x1=10M

1. What is the primary function of SEBI in the Indian financial system? 1 M
2. Why is financial market equilibrium important for economic stability? 1 M
3. What does AMFI stand for in the Indian financial system? 1 M
4. Why is capital adequacy important for commercial banks? 1 M
5. What is the full form of SEBI? 1 M
6. Why is the Call Money Market important for banks and financial institutions? 1 M
7. Which financial service involves purchasing accounts receivable to provide liquidity to businesses? 1 M
8. How does credit rating influence a company's ability to raise funds from the market? 1 M
9. Why is underwriting important in investment banking? 1 M
10. Who regulates investment banks in India? 1 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Illustrate how financial sector reforms after 1991 have influenced the development of financial markets in India. Provide examples of key policy changes and their impact. 10M
- OR**
11. B). Analyze the relationship between financial system development and economic growth. How do financial indicators help measure economic progress? 10M
12. A). Illustrate how NPAs affect the financial performance of commercial banks. Explain the role and functions of co-operative banks in India. 10M
- OR**
12. B). Analyze the comparative performance of public and private sector banks in India. What are the major challenges faced by each sector? 10M
13. A). Examine the process of listing, trading, and settlement in the Indian securities market. How do these steps ensure market efficiency and transparency? 10M
- OR**
13. B). Critically evaluate the impact of SEBI regulations on the primary and secondary markets in India. How effective has SEBI been in ensuring investor protection? 10M

(P.T.O.)

14. A). Illustrate the process of venture capital financing in India. How does it support startups and high-growth potential businesses? 10M

**OR**

14. B). Analyze the advantages and challenges of factoring and forfeiting as financial services. How do they help businesses manage their receivables? 10M

15. A). Illustrate the role of investment banks in underwriting securities. How do they manage risks associated with underwriting? 10M

**OR**

15. B). Explain the following:

i) Bankers to an issue

3M

ii) Debenture trustees

4M

iii) Portfolio managers.

3M

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