

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

L.B. Reddy Nagar :: Mylavaram – 521 230 :: Krishna Dist.::A.P.

M.B.A (I Semester) Regular/Supplementary Examinations

17MB06-BUSINESS COMMUNICATION

Time : 3 hours

Max. Marks : 60

All questions carry equal marks

- 1(a) Explain the objectives of communication. [6M]
 (b) "Communication is the life blood of the organization". Explain. [6M]
 (OR)
- 2(a) Explain the factors that are essential for effective written communication. [6M]
 (b) What are the various channels of communication? Explain. [6M]
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- 3(a) Explain the barriers of effective listening and the measures to overcome. [6M]
 (b) Outline do's and do not's of effective listening. [6M]
 (OR)
- 4(a) Explain the types of non-verbal communication. [6M]
 (b) Discuss the factors that are essential for cross culture communication. [6M]
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- 5(a) Define formal communication. Explain the advantages of formal communication. [6M]
 (b) Design methods for downward formal communication in an organization. [6M]
 (OR)
- 6(a) Self-development helps in improvement of communication. Explain. [6M]
 (b) Explain the use of Johari's window in communication. [6M]
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- 7(a) How does telephone helps in communication? Explain. [6M]
 (b) Explain the various types of business letters with suitable examples. [6M]
 (OR)
- 8(a) Explain the etiquettes to be followed while attending an interview. [6M]
 (b) Explain the structure of presentation. [6M]
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9. **Case study from any Unit of the syllabus.**(Compulsory question)
 The explosive growth of ICT during the last couple of decades have radically changes the world. The convergence of the internet and advanced cellular telephony has created the e - world and introduced new ways of formal and informal communication. A number of transactions need no human interface anymore. Many constraints of space and time have been eliminated. But new barriers have come up in their place. This new world is characterized by a democratization of communication. Ordinary netizens with exciting ideas can reach a global audience as easily as giant global corporations with virtually unlimited budgets. A lot of communication takes place through social media updates rather than personal interaction.
- Questions:**
1. This e-world communication has increased new ways of informal communication, does this really helps the organization.
 2. How the ICT does helps in reaching global audience?
 3. Due to ICT communication takes place without personal interaction. Does this really help companies to build brand?
- [12M]

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M.B.A. (I Semester) Regular/Supplementary Examinations

17MB05 – BUSINESS ENVIRONMENT AND LAWS

Time : 3 hours

Max. Marks : 60

All questions carry equal marks

- 1(a) Define Business environment. Explain its characteristics. [6M]
(b) What is Technological environment? Explain its impact on business. [6M]

(OR)

- 2(a) Distinguish between Micro-economic and Macro-economic environment. [6M]
(b) Define culture. How does culture influence business? [6M]

- 3(a) What are the purposes of the IMF? How it is serving its purpose? [6M]
(b) Distinguish between E-Commerce and M-Commerce. [6M]

(OR)

- 4(a) What is Network Marketing? Discuss its limitations. [6M]
(b) Describe the organisation structure of World Bank. [6M]

- 5(a) Explain the nature and significance of Law. [6M]
(b) Enumerate the essentials of a valid contract. [6M]

(OR)

- 6(a) State the rules regarding Termination of a contract by substitute agreement. [6M]
(b) Outline the characteristic features of a contract of sale. [6M]

- 7(a) What are the rules relating to transfer of property of specific goods from seller to the buyer? [6M]
(b) Define partnership. What are the essential features of a partnership? [6M]

(OR)

- 8(a) Describe the stages involved in the formation of a public company. [6M]
(b) Explain 'unfair trade practices under the Consumer Protection Act [6M]

9. **Case study.** (Compulsory question)

The case is about the tryst of US-based fast food retailers with the world's second largest economy – China. McDonald's entered China in 1990 with its first restaurant in Shenzhen. In China, McDonald's became a symbol of the modern lifestyle. Though it remained largely American in terms of menu, services, and management, the company brought in variations in its products and ingredients to suit the Chinese palate and culture. Chinese consumers considered dining at McDonald's to be a classy and upmarket affair.

17MB05 - BUSINESS ENVIRONMENT AND LAWS

For McDonald's, other than its home market, the US, China was the largest growth market. After two decades, the story was different. Customers who were initially attracted to McDonald's owing to its American menu and clean ambience, did not find it novel anymore and they started demanding healthy food. Their restaurant preferences also changed and well-to-do consumers started to move to gourmet upmarket restaurants. At around the same time, McDonald's faced problems in several other markets, with sales in the US and several global markets witnessing a decline. Steve Easterbrook, who became the CEO in early 2015, announced a turnaround plan. As a part of the turnaround plan, the company wanted to franchise all the 2200 restaurants in China. Citi Group and Carlyle acquired the franchise. Analysts said McDonald's decision to exit one of the world's largest fast food markets was a sign that the dominance of Western companies in the Chinese market was coming to an end.

Questions:

1. Evaluate the importance of the Chinese market to multinational retailers and the key challenges faced by MNCs in such a key growth market.
2. Outline the growth of retailing in China, especially fast food retailing.
3. Recognize the challenges faced by international food retailers in China.
4. Understand why international retailers that witnessed huge success in other countries failed to crack the Chinese market even after several decades.
5. Derive some management lessons for managers of international players operating in China or planning to enter China.

[12M]

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M.B.A (I Semester) Regular/Supplementary Examinations

17MB04-STATISTICS FOR MANAGEMENT

Time : 3 hours

Max. Marks : 60

All questions carry equal marks

- 1(a) State the meaning of Statistics with various types. [6M]
 (b) State the need for data. And discuss various types of data. [6M]
 (OR)
- 2(a) Bring out the limitations of statistics. [6M]
 (b) Define Random Variable. And explain the types of Random Variables. [6M]
- 3(a) Explain how the properties are essential for estimating the population characteristic interview. [6M]
 (b) Define Sampling and various methods of sampling. [6M]
 (OR)
- 4(a) Briefly explain the fundamental reason for sampling. And bring out the reasons why a sample is chosen instead of testing the entire population. [6M]
 (b) What is the distinction between a sampling distribution and probability distribution? [6M]
- 5(a) A packaging device is set to fill detergent powder packets with a mean weight of 5kg, with a standard deviation of 0.21kg. The weight of packets can be assumed to be normally distributed. The weight of packets is known to drift upwards over a period of time due to machine fault, which is not tolerable. A random sample of 100 packets is taken and weighed. This sample has a mean weight of 5.03 kg. Can we conclude that the mean weight produced by the machine has increased? Use a 5 percent level of significance. [6M]
 (b) The mean life of a sample of 10 electric light bulbs was found to be 1456 hours with standard deviation of 423 hours. A second sample of 17 bulbs chosen from a different batch showed a mean life of 1280 hours with standard deviation of 398 hours. Is there a significant difference between the means of the two batches? [6M]
 (OR)
- 6(a) The mean life time of a sample of 400 fluorescent light bulbs produced by a company is found to be 1600hours with a standard deviation of 150 hours. Test the hypothesis that the mean life time of bulbs produced in general is higher than the mean life of 1570 hours at $\alpha=0.01$ level of significance. [6M]
 (b) The means of two random samples of sizes 9 and 7 are 196.42 and 198.82 respectively. The sum of the squares of the deviations from the mean are 26.94 and 18.73 respectively. Can the sample be considered to have been drawn from the same normal population? [6M]

17MB04 STATISTICS FOR MANAGEMENT

7. A study investigated the perception of corporate ethical values among individuals specializing in marketing. Use $\alpha=0.05$ and the following data and test for significant differences in perception among three groups using anova one way analysis.

| Marketing Manager | Marketing Research | Marketing Advertisement |
|-------------------|--------------------|-------------------------|
| 6 | 5 | 6 |
| 5 | 5 | 7 |
| 4 | 4 | 6 |
| 5 | 4 | 5 |
| 6 | 5 | 6 |
| 4 | 4 | 6 |

[12M]

(OR)

- 8(a) What is correlation? And discuss various types of correlation. [6M]
(b) Describe the procedure for performing the test of hypothesis in the analysis of variance. [6M]

9. **Case study** .(Compulsory question)

The owner of a small garment shop is hopeful that his sales are rising significantly week by week. Treating the sales for the previous six weeks as a typical example of this rising trend, he recorded them in Rs 1000's and analyzed the results.

| | | | | | | |
|--------|------|------|------|------|------|------|
| Week: | 1 | 2 | 3 | 4 | 5 | 6 |
| Sales: | 2.69 | 2.62 | 2.80 | 2.70 | 2.75 | 2.81 |

Fit a linear regression equation to suggest to him the weekly rate at which his sales are rising and use this equation to estimate expected sales for the 7th week.

[12M]

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| | | | | | | | | | | | | | | | | | | | |
|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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M.B.A(I Semester) Regular/Supplementary Examinations

17MB03- ACCOUNTING FOR MANAGERS

Time : 3 hours

Max.Marks : 60

All questions carry equal marks

- 1(a) What do you mean by Accounting? Explain the various accounting concepts. [6M]
(b) Explain the different branches of accounting. [6M]
- (OR)**
- 2(a) Discuss about Generally Accepting Accounting Principle. [6M]
(b) Explain the Accounting standards issued by Institute of Chartered Accountants of India. [6M]
- 3(a) What are the various subsidiary books? Explain. [6M]
(b) What is a Ledger? How do you classify accounts? [6M]

(OR)

4. From the following ledger balances of Radha Krishna prepare the Trial Balance as on 31stMarch, 2015.

| Particulars | Amount in Rs. | Particulars | Amount in Rs. |
|-------------------|---------------|--------------------------|---------------|
| Capital | 25,000 | Bad debts | 1,200 |
| Salaries | 6,000 | Debtors | 30,000 |
| Purchases | 26,000 | Creditors | 21,000 |
| Sales | 47,000 | Furniture | 3,000 |
| Trade Expenses | 1,000 | Machinery | 10,000 |
| Wages | 7,800 | Insurance | 400 |
| Fright | 400 | Bills Receivables | 2,000 |
| Office expenses | 500 | Cash in Hand | 500 |
| Discount Received | 200 | Opening Stock (1-4-2014) | 7,000 |
| Commission | 600 | Cash at Bank | 3,600 |

[12M]

5. Mr. Madhan purchased a machinery on 1-1-2008 for Rs.80,000/-. The estimated scrap value at the end of Ten years is Rs. 5,000/-. Depreciation is to be written off by fixed installment (Straight Line Method). Show the machinery account for the first four years. [12M]

(OR)

- 6(a) What is Inventory? State the objectives of inventory. [6M]
(b) Describe briefly the various methods of inventory valuation. [6M]
- 7(a) What is meant by Funds Flow Statement? Explain its limitations. [6M]
(b) What are the various types of financial statements? [6M]

(OR)

1 of 2

17MB03- ACCOUNTING FOR MANAGERS

8. The following data has been taken from the balance sheet of three companies.

| Particulars | Company A Amount in Rs. | Company B Amount in Rs. | Company C Amount in Rs. |
|---------------------------|-------------------------------|-------------------------------|-------------------------------|
| Cash | 20,000 | 40,000 | 1,00,000 |
| Sundry Debtors | 1,60,000 | 1,60,000 | 4,00,000 |
| Stock in Hand | 1,20,000 | 2,00,000 | 6,00,000 |
| Total current assets | 3,00,000 | 4,00,000 | 11,00,000 |
| Total current liabilities | 1,00,000 | 1,50,000 | 8,00,000 |
| Working Capital | 2,00,000 | 2,50,000 | 3,00,000 |

Comment on their Liquidity by calculating
a) Current ratio, b) Quick ratio and c) Absolute Quick ratio.

[12M]

- 9 **Case study.**(Compulsory question)

From the following Trail Balance of Sesharatnam, prepare Trading Account, Profit and Loss Account for year ending 31st March 2011 and Balance Sheet as on date.

Trail Balance as on 31st March, 2011

| Particulars | Dr. Rs | Cr. Rs |
|------------------|--------|--------|
| Capital | | 20,000 |
| Sundry Debtors | 5,400 | |
| Drawings | 1,800 | |
| Machinery | 7,000 | |
| Sundry Creditors | | 2,800 |
| Wages | 10,000 | |
| Purchases | 19,000 | |
| Opening Stock | 4,000 | |
| Bank Balance | 3,000 | |
| Salaries | 400 | |
| Rent and Taxes | 900 | |
| Carriage charges | 300 | |
| Sales | | 29,000 |
| | 51,800 | 51,800 |

Adjustments:

- Closing stock valued at Rs. 1,200/- .
- Charge Depreciation on Machinery at 10% .
- Outstanding Rent and Taxes Rs.100/-.

[12M]

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17MB02 -MANAGERIAL ECONOMICS

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Time : 3 hours

Max. Marks : 60

All questions carry equal marks.

- 1(a) Define managerial economics. How it is useful in decision making? [6M]
 (b) Discuss the relationship of managerial economics with financial management of an organization. [6M]
- (OR)**
- 2(a) Discuss 'Discounting Principle' in detail. [6M]
 (b) "Managerial Economics helps in solving Managerial Problems". Do you agree with this statement? Support your answer. [6M]
- 3(a) Explain the need for Public enterprises in India. Do you think that public enterprises as a whole have fulfilled that need? [6M]
 (b) Describe briefly the economical and social objectives of business firms. [6M]
- (OR)**
- 4(a) Write about marginal utility and equi-marginal utility. [6M]
 (b) How do you measure elasticity of demand? Illustrate. [6M]
- 5(a) What is meant by demand forecasting? Why is it important for the managers of business firm? [6M]
 (b) Discuss the factors affecting elasticity of demand. [6M]
- (OR)**
- 6 What are the determinants of demand for consumer products? Explain in detail. [12M]
- 7(a) Explain cob-Douglas production function. [6M]
 (b) Write about significance and limitations of breakeven chart. [6M]
- (OR)**
8. Explain the price and output determination under perfect competitive conditions. [12M]
9. **Case study** (compulsory): [12M]
 Which of the following commodities has most inelastic demand? Give reasons for your answer.
 (i) Soap
 (ii) Salt
 (iii) Penicillin
 (iv) Ice-cream
 (v) Holiday tour package
 Suppose you are a sales manager of an organization. Explain how the analysis of demand contributes to business decision making, in the light of the responsibilities of a sales manager.

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M.B.A (I Semester) Regular/Supplementary Examination

17MB01-PRINCIPLES OF MANAGEMENT

Time : 3 hours

Max.Marks : 60

All questions carry equal marks

- 1(a) Is management a science or art? Explain. [6M]
- (b) Define management and explain goals of management. [6M]
- (OR)**
2. How do you say the FW Taylor's contributions made to scientific management? [12M]
3. What is meant by decision-making and explain its advantages and disadvantages in organizational setting? [12M]
- (OR)**
- 4(a) Briefly explain the types of planning. [6M]
- (b) Discuss the MBO process in industrial segment. [6M]
- 5(a) Describe briefly departmentation in organizational point of view. [6M]
- (b) Explain the formal and informal organizations in Indian context. [6M]
- (OR)**
6. How do you describe the selection and its process and importance in organizations? [12M]
7. What is meant by leadership style and explain any three types of leadership styles? [12M]
- (OR)**
8. What is meant by controlling and explain the process with its importance? [12M]
9. **Case study(compulsory)**

Zenith Electricals Ltd. Is, true to its name, the leader among comparable companies in the industry? Since its formation, the company has progressed aggressively.

The excellent performance of the company is mainly due to its managing director who is widely respected for his qualities of head and heart. His deputy is no less. An ex-army officer, he is known for his meticulous planning and dogged determination to accomplish.

Ever on the look- out for moves to close or narrow the gap between the objectives and the possibilities of their accomplishment, the managing director hired a management consultant to suggest ways and means of increasing the return on investment. The consultant made following report:

"To my mind, there are three ways in which the company could increase return on investment. One is to increase the sales volume, this can be done by (a) introduction of new products: (b) improvement of the existing products: (c) modification of the price structure: (d) improvement in distribution and after sale service: (e) effective training to sales personnel: (f) intensive advertising: and (g) increase in production capacity.

A second way to increase return on investment is to increase profits. This can be achieved by (a) increase in prices: (b) cost reduction: (c) elimination of un-profitable products: (d) extension of credit facilities to consumers: and (e) reduction on investment on inventories. A third way is to reduce assets (as also capital) while maintaining the current profits so that the rate of return on investment moves up".

Questions:

1. Discuss the cost-benefit implications of the various alternatives.
2. As a managing director yourself, what set of alternatives would appeal to you the most, and why?

[12M]
