

Enrol. No. S R H U

23/12/24

Regn. No. D D

END SEMESTER EXAMINATION, DECEMBER 2024**M. B. A. Semester - I****Course Name: Management Theory
& Organizational Behaviour****Course Code: MBA101****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.		(2X10=20Marks)	CO
a.	Discuss SWOT in planning.		1
b.	Explain the scientific management		1
c.	Define MBE.		1
d.	What are the essential characteristics of the principles of management?		1
e.	Discuss autocratic leadership style.		1
f.	Differentiate between different types of ego's states among individuals.		1
g.	Define attitude and its different components.		1
h.	Short note on i. Halo effect ii. Sterotype		1
i.	Explain span of management.		1
j.	Define MBO and its advantages.		1
Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.		(4X5 = 20 Marks)	CO
a.	Samira, a senior executive at a company, is offered a reward for completing a challenging project. The reward is a luxury vacation, but she feels that the project is too complex and beyond her current capabilities, leading to doubt about her success. Despite her desire for the vacation, Samira is demotivated. How can Vroom's Expectancy Theory of Motivation explain her behavior, and what adjustments can be made to improve her motivation?		3
b.	Write about the different types of plan with their purpose.		2
c.	What do you understand by the term "Level of Management"? Briefly describe the different levels of management and required skills at different levels.		3
d.	Explain Controlling function of management. Also explain different types of control.		2
e.	Define decision-making. Discuss the importance of decision making in management.		2
f.	Describe different type of different leadership styles.		2
g.	How does Johari Window help communication?		2

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Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10=30 Marks)	CO
a.	Bring out the relationship and differences between Ohio state leadership studies and Blake and Mouton's Managerial Grid.		3
b.	How does Herzberg's Two-Factor Theory of Motivation differentiate between hygiene factors and motivators, and what practical implications does this distinction have for managers aiming to improve employee satisfaction and performance in the workplace?		3
c.	Explain what happens in each of the five stages of group's development. When does group address interpersonal issues? Task issues? Authority issues?		4
d.	A friend of yours demonstrates the traits of achievement motivation: This person is competitive, requires frequent and immediate feedback, and enjoys accomplishing things and doing things better than she did before. She has recently been promoted to a managerial position and seeks your advice. What would you tell her?		5
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	2x15=30 Marks)	CO
a.	F' limited was engaged in the business of food processing and selling its products under a popular brand. Lately the business was expanding due to good quality and reasonable prices. Also with more people working the market for processed food was increasing. New players were also coming to cash in on the new trend. In order to keep its market share in the short run the company directed its existing workforce to work overtime. But this resulted in many problems. Due to increased pressure of work the efficiency of the workers declined. Sometimes the subordinates had to work for more than one superior resulting in declining efficiency. The divisions that were previously working on one product were also made to work on two or more products. This resulted in a lot of overlapping and wastage. The workers were becoming undisciplined. The spirit of teamwork, which had characterized the company, previously was beginning to wane. Workers were feeling cheated and initiative was declining. The quality of the products was beginning to decline and market share was on the verge of decrease. Actually the company had implemented changes without creating the required infrastructure. 1. Identify the Principles of Management (out of 14 given by Henry Fayol) that were being violated by the company. 2. Explain these principles in brief. 3. What steps should the company management take in relation to the above principles to restore the company to its past glory?		6
b.	ABC publishers Co. Ltd. In Ankleswar has ten thousand employees. There is a formal union. But, the informal groups are diverse and dignified. The top management has explored their strengths and weakness and is fully exploiting the intergroup behaviour for enhancing productivity. Mr. Swaminathan is a newly appointed managing Director. He has biased opinion about Biharis and is very favourable to Karnataka employees. He thinks of the former as lethargic and arrogant. The employees of Bihar objected to his perception and warned him against such attitudes because intergroup policies would spoil the atmosphere. Mr. Swaminathan did not heed this warning. He gave more power to Karnataka employees, ignoring the behaviour of the Bihar employees. Production declined in the unit where a large number of employees from Karnataka were employed. He became doubtful and was forced to think seriously about the intergroup behaviour. 1. Where is the mistake in the organization? Find and reduce it. 2. Discuss the role of the middle manager in intergroup behaviour? 3. What is team spirit? How is it developed?		5 & 6
c.	ABC Publishers Co Ltd. In Bombay has ten thousand employees. There is a formal union. But the informal groups are diverse and dignified. The top management has explored their strength and weakness and is fully exploiting the intergroup behaviour for enhancing productivity. Mr. Swaminathan is a newly appointed managing director. He thinks Bihar employees are lethargic and having less I.Q. MD is very arrogant towards Bihar employees. He has always biased opinion about Biharis and is very favourable to Karnataka employees. The employees of Bihar objected to his perception and warned him against such attitudes of employees. Mr. Swaminathan did not heed this warning. He Gave more power to Karnataka employees, ignoring the behaviour of the Bihar employees. Production declined in the unit where a large number of employees from Karnataka were employed. He became doubtful and was forced to think seriously about the intergroup behaviour. What is the mistake in the organization done by Mr. Swaminathan? Explain how it become reduce.		6

END SEMESTER EXAMINATION, DECEMBER - 2024

M. B. A. Semester - I

26/12/2024

Course Name: Management Science

Course Code: MBA108

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. (2x10 = 20 Marks)

a.	Critical Activities	CO1
b.	Constraint	CO1
c.	Formula for activity variance	CO1
d.	Forward Pass Schedule	CO1
e.	Activity Slack	CO1
f.	Examples of maximizing the objective function	CO1
g.	Demand constraint in Transportation problem	CO1
h.	Crashing slope.	CO1
i.	Formula for determining probability of completion time of project.	CO1
j.	Objective Function	CO1

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. (4x5 = 20 Marks)

a.	For the following LPP develop Standard form of LPP formulation Max $Z = 4X + 6Y$ $3X + 2Y \leq 15$ $X + 2Y \leq 10$ $X_1, X_2 \geq 0$	CO2
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b.	With example explain the application of transportation problem.	CO2
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c.	For following project develop simple network diagram and list various path from start to end. If the project completion time is 100 days, what will be the latest start time for activity F and G. The duration of F and G are 20 and 10 respectively.	CO4
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Activity	A	B	C	D	E	F	G
Preceding activity	-	-	A	B	C, D	D	E

d.	For following transportation problem formulate linear programming problem. Define decision variables, objective function, and constraints.	CO3
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	Warehouse		Supply
Factor y	W	X	
A	26	63	400
B	22	64	500
Demand	300	600	

e.	In project management techniques explain the importance of slack of activity?	CO4
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f.	For given activities determine activities expected time and variance. Also determine the standard deviation of the project completion time.	CO2
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Activity	Preceding activity	Optimistic time	Most Likely time	Pessimistic time
		o	m	p
X	-	9	15	21
S	X	13	21	23
E	S	23	35	47
H	S	8	11	16

g.	Explain steps in formulating the Linear programming problem.	CO4
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- a. For Given project details determine:
- Network Diagram (3M)
 - ES, EF, LS, and LF for each activities (6M)
 - Critical path and project duration (1M)

Activity	Prede- cessor	Time (days)	Activity	Prede- cessor	Time (days)
A	-	2	G	C	9
B	-	5	H	D	3
C	-	3	I	H, E, F	4
D	A	10	J	F, G	5
E	A	7	K	I, J	2
F	B	15			

CO4

- b. Fun-pick Ltd. planning to produce product A and B at its facility to maximize its profit. The available labor hours at various department and time required by each product in department are provided in following table. The company has to produce at least 20 units of product A. As a management trainee, formulate the problem as LPP and obtain optimal solution by graphical method. List decision variables, objective function, constraints, graph, feasible area, units of A & B to be produced and total profit of optimal solution.

Department	Product A (mins/unit)	Product B (mins/unit)	Labor-hours available
Cutting	10	20	10
Welding	20	10	12
Packing	2	3	5
Profit/unit	Rs. 25	Rs. 30	

CO3

- c. The supervisor of the production shop is dilemma of assigning jobs to the workstation. The manager has asked supervisor to assign the jobs such that total completion time of all for jobs is minimized, so that next order can be planned accordingly. The table provides the time required by job to be completed on particular workstation.

Job	Workstation			
	W1	W2	W3	W4
A	1	4	6	3
B	9	7	10	9
C	4	5	11	7
D	8	7	8	5

Develop formulation of Linear programming problem for the given assignment problem.

CO3

- d. Illustrate how LPP is applied to solve real business problems.

CO6

Q.4 | Case Analysis/ Situation Based QUESTIONS – Attempt any Two.

(2x15 = 30 Marks)

- a. For following project determine lowest project duration and total cost of project at the lowest completion time.

Activity	Predecessor	Normal Time (days)	Crash Time (days)	Normal Cost (Rs.)	Crashing Cost (Rs.)
A	--	4	4	50	50
B	A	5	2	70	190
C	A	5	4	80	120
D	C	4	2	40	120
E	C	5	5	60	60
F	B	5	4	50	90
G	F, D	4	3	70	100
H	E, D	4	3	80	110
I	G, H	3	2	50	200

CO4

b The excel model and its optimal solution is provided is provided as follows:

CO4

	A	B	C	D	E	F	G
1	Energy Bar flavors	Almond-lovers	Walnut-lovers	Thrifty			
2	Decision Variable	A	W	T			
3	Profit per can (rs.)	3.20	4.30	1.05	Total Profit		
4	No. of Cans	333.33	0.00	833.33	1941.67		
5							
6							
7	Subject To:				Required		Available
8	Almond avail.	0.8	0.2	0.1	LHS		RHS
9	Walnuts avail.	0.2	0.8	0.1	350	<=	350
10	Peanuts avail.	0	0	0.8	150	<=	150
11					666.67	<=	1000

	A	B	C	D	E	F	G
1							
2	Variable Cells						
3							
4	Cell	Name	Final Value	Reduced Cost	Objective Coefficient	Allowable Increase	Allowable Decrease
5	\$B\$4	No. of Cans A	333.33	0	3.2	3	1.1
6	\$C\$4	No. of Cans W	0	-3	4.3	3	4.3
7	\$D\$4	No. of Cans T	833.33	0	1.05	0.55	0.3
8							
9	Constraints						
10							
11	Cell	Name	Final Value	Shadow Price	Constraint R.H. Side	Allowable Increase	Allowable Decrease
12	\$E\$7	Almond avail. LHS	350	1.83	350	250	125
13	\$E\$8	Walnuts avail. LHS	150	8.67	150	31.25	62.5
14	\$E\$9	Peanuts avail. LHS	666.67	0	1000	Infinite	333.33

- How many decision variables are modelled?
- What is the optimal mix and optimal objective function value?
- Which of the constraints are binding and non-binding? Why?
- What happens to objective function value if additional 100 units of almond is made available?
- What is allowable range of profit per can of Thrifty? Do the optimal mix will change if the profit per can of Thrifty is increased to Rs. 4.2?

c Lutz Brewery brews health drinks for the North India. It have brewing plants are location A, B, and C. The Dealers are located in cities – 1, 2, 3, and 4. The transportation cost per bottle from plant locations to dealer locations is provided in the table given below. The company wants to know how many bottles are to be transported from plant to dealer's location such that total transportation cost is minimized. The production capacities of plants A, B, and C are 1500, 2500, and 1000 bottles per week respectively. The demand from dealership 1, 2, 3, and 4 are 500, 1500, 1500, and 1500 units per week respectively.

CO5

Plant	Profit per bottle transported			
	Dealership			
	1	2	3	4
A	10	2	20	11
B	12	7	9	20
C	4	14	16	18

- Develop initial feasible solution by VAM method and determine the allocation and total transportation cost.
- Evaluate the optimality of the IBF solution by MODI method and If improvement is required develop new feasible solution.

END SEMESTER EXAMINATION, DECEMBER - 2024**M. B. A. Semester - I****Course Name: Financial Accounting & Reporting****Course Code: MBA103****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 Attempt all questions (CO1,2)****(2x10=20Marks)**

- Briefly explain the term prepaid expenses.
- Give suitable illustrations of non-cash items.
- Write down a short note on trade payables.
- Explain the term receivables.
- Explain the concept of advance incomes.
- Discuss the term accrued incomes.
- Explain the term working capital.
- Write down a brief note on cost of sales.
- Discuss the term outstanding expenses.
- Write down a short note on efficiency ratios.

Q.2 Attempt any five questions (CO3,4)**(4x5=20Marks)**

- Distinguish among expenses, outstanding expenses and prepaid expenses with suitable illustrations.
- Distinguish between turnover and profitability with suitable illustrations.
- Discuss the type of transactions responsible for working capital changes.
- Discuss the need of preparing trial balance.
- Distinguish between cash and trade discounts with suitable illustrations.
- Draw the Performa of corporate balance sheet.
- Explain the term funds from operations with imaginary figures.

Q.3 Attempt any three questions (CO 4,5)**(3x10=30Marks)**

- Put the following transactions into accounting equation.
 - Mr. X starts business with cash 100, goods 150 and building 250.
 - Purchased good worth 80 at 10% discount from Y.
 - Returned goods worth 20 to Y.
 - Paid 10 to Y
 - Constructed a cycle stand worth 30.

- Explain the nature, scope and importance of financial accounting.

Pass the necessary journal entries for the following transactions in the books of Mr. A
Purchased goods worth Rs. 80000 from Mr. ABC at 20% discount. 50% of the amount due was paid off instantly for which an additional discount of 10% was allowed by Mr. ABC. A bill of Rs. 5000 was also issued to Mr. ABC against the goods purchased.
Goods worth list price Rs. 2000 were returned to Mr. ABC

- Explain the nature, scope and importance of financial accounting.
- Explain the significance of Du Pont Control Chart with the help of illustrations.

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Q.4 Attempt any two questions(CO5,6)

(2x15=30Marks)

- a. Explain the impact of the following transactions over *net working capital* in detail. You may imaginary figures in the support of your answer (all figures are in Rs. 000):
- A business was purchased against the equity shares worth 1000. It included the following assets
Plant & Machinery 250, Land & Building 500 and Stock 250.
 - Purchased furniture amounting to 200. Vendor agreed to receive 150 after 2 months. 50 were paid instantly.
 - Building worth 700 was exchanged against plant & machinery worth 500 and stock 200.
- b. Examine the comparative statement of financial ratios derived below from the financial statements of Godrej Ltd. and Vibrant Ltd. for the year ending 31/03/2023.

Financial Ratios	Godrej Ltd.	Vibrant Ltd.
Gross Profit Margin (%)	2.75	16.66
Net Profit Margin (%)	1.54	10.1
Return On Capital Employed (%)	16.28	36.23
Return On Net Worth (%)	10.95	20.79
Return on Assets	56.77	159.39
Current Ratio	1	0.41
Quick Ratio	0.78	0.33
Debt Equity Ratio	0.34	--
Inventory Turnover Ratio	7.1	27.58
Debtors Turnover Ratio	28.63	193.92
Fixed Assets Turnover Ratio	9.78	1.25
Total Assets Turnover Ratio	5.3	2.11

You are required to:

- Compare the performance of both the companies on the basis of assets management.
- Compare the liquidity position of both the companies and comment upon its impact over operations.
- Write down a brief summary from the perspective of profit maximization after a detailed evaluation of relative performances of both the companies.

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- c. You are required to compute the *Net Cash Flow from Operating Activities* for X Ltd. on the basis of the balance sheet and additional information given below:

Particulars	31.03.2018	31.03.2019
I. EQUITY & LIABILITIES	Rs.	Rs.
1. Shareholder's Funds:		
Equity Share Capital @10 each	200000	250000
2. Reserves & Surplus:		
a) General Reserve	150000	225000
d) P&L A/c	50000	80000
3. Non-Current Liabilities:		
12% Debentures	100000	135000
4. Current Liabilities:		
Trade Creditors	80000	95000
	580000	785000
II .ASSETS	Rs.	Rs.
1.Non-Current Assets:		
a) Fixed Assets:		
i) Tangible Assets:		
Plant & Machinery	140000	225000
Furniture	120000	160000
2. Current Assets:		
Inventories	90000	120000
Trade Receivables	130000	115000
Cash	100000	165000
	580000	785000

Additional Information:

- A piece of machinery costing 70000 was sold for 56000.
- Depreciate plant and machinery by 25%.
- Furniture worth 20000 was sold for 26000. *Half* of the amount was received in the form of stock.

END SEMESTER EXAMINATION, DECEMBER - 2024**M. B. A. Semester - I****Course Name: Economics for Business Decisions****Course Code: MBA104****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1 VERY SHORT ANSWER QUESTIONS – <i>Attempt All.</i>		(210 = 20 Marks)
a.	How Managerial economics is Goal Oriented?	(CO1)
b.	How Managerial Economics and Statistics are associated?	(CO1)
c.	Explain Competitive and Complementary Demand.	(CO1)
d.	Explain Marginal Utility.	(CO1)
e.	Explain factors of production.	(CO1)
f.	Discuss Real cost.	(CO1)
g.	What do you understand by Pricing based on cost?	(CO1)
h.	What do you understand by Going Rate Pricing?	(CO1)
i.	Define Multiple pricing.	(CO1)
j.	Define Principle of Incremental cost and revenue.	(CO1)
Q.2 SHORT ANSWER QUESTIONS – <i>Attempt any Five.</i>		(4x5 = 20 Marks)
a.	Recognize the role of opportunity cost concept in making business decisions.	(CO2)
b.	What do you mean by Utility analysis?	(CO2)
c.	Explain Law of diminishing marginal utility with suitable example.	(CO2)
d.	Explain the concept of Opportunity cost with a relevant example.	(CO2)
e.	What are the properties of an Isoquant?	(CO2)
f.	Write a short note on Demand function.	(CO2)
g.	Explain the relationship between LAC and SAC.	(CO2)
Q.3 STRUCTURED QUESTIONS – <i>Attempt any Three.</i>		(3x10 = 30 Marks)
a.	Examine the concept of indifference curves, including their meaning and significance in consumer theory also explain the relationship between indifference curves and the marginal rate of substitution, elucidating how this rate reflects consumer preferences and choices.	(CO3)
b.	Consider a firm that wants to enter in the mobile phone industry. Which are the techniques that it can be apply to forecast demand for its mobile?	(CO3)
c.	Imagine yourself as a CEO of a global software company like Microsoft. How will you decide your Price Policy?	(CO4)
d.	Explain the concepts of inflation, deflation, disinflation, reflation and stagflation?	(CO4)
Q.4 Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i>		(2x15 = 30 Marks)
a.	Food prices often rise or fall with good or bad harvests or because of a change in demand. A recent example is the price of Brazil nuts, which by May this year had risen over 60%on European markets. Part of the reason for the price rise has been on the demand side. Consumption of Brazil nuts has increased as more people switch to healthier diets. This includes the purchase of the nuts themselves and as part of healthier snack foods. With supply being relatively inelastic, any rise in demand tends to have a relatively large effect on price. A more acute reason is on the supply side. There has been a very poor harvest of Brazil nuts. The nuts are grown largely in the Amazon basin which has been hit by drought linked to the El Nino effect. This, however, is only a temporary effect and future harvests should increase again as rainfall returns to normal. However, in the longer term, rainfall patterns may change with the effects of global warming. Q.1 Explain the supply conditions of Brazil nuts as discussed in the above case. Q.2 What determines the price of Brazil nuts?	(CO5)
b.	Imagine you are a manager overseeing a production line in a factory that produces a popular consumer product. Due to increased demand, you decide to hire additional workers and invest in more equipment. Analyze the situation by exploring the concepts of marginal, total, and average product. Discuss how the hiring of new workers and the acquisition of additional equipment might influence the marginal productivity of labor and capital. Consider the implications of these changes on the total and average product. Furthermore, discuss the potential challenges and opportunities the management might face in optimizing production efficiency while considering these productivity measures.	(CO5)
c.	Imagine a regional airline facing a sudden increase in the price of aviation fuel due to geopolitical tensions in the oil-producing regions. Examine the impact of this cost escalation on the demand for airline tickets. You must consider how factors such as consumers' income levels, the availability of substitutes like train or bus travel, and individual preferences for air travel are affected.	(CO5)

END SEMESTER EXAMINATION, DECEMBER - 2024**M. B. A. Semester - I****Course Name: Computer Application for Managers****Course Code: MBA105****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.	Define analog computer.		(CO1)
b.	Describe IoT.		(CO1)
c.	Define domain and workgroup network environment.		(CO4)
d.	Define CPU and CU.		(CO1)
e.	Define ITES.		(CO1)
f.	Write purpose of mail-merge in MS-word.		(CO7)
g.	What is WAN?		(CO4)
h.	List four ERP software.		(CO1)
i.	How do social media applications connect users globally?		(CO1)
j.	Describe the role of a GPS application in navigation.		(CO1)
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	Differentiate between primary and secondary memory of computer system. Draw memory hierarchy diagram and describe its each level.		(CO1)
b.	Analyze the important functions of operation system. How do you differentiate Linux operating system with windows operating system?		(CO3)
c.	Explain network topology. Give detailed classification of network topologies. Support your answer with the help of suitable diagrams.		(CO4)
d.	Explain cloud computing. Give detailed classification of cloud computing.		(CO1)
e.	What is the role of a video conferencing application in remote communication?		(CO2)
f.	How do augmented reality applications enhance user experiences?		(CO2)
g.	How does a spreadsheet application facilitate data analysis?		(CO2)
Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Explain cloud computing. Determine the important characteristics of cloud computing. Elucidate the various cloud service models.		(CO4)
b.	Draw a block diagram of computer. Give detailed description of its each part.		(CO1)
c.	Give classification of computer systems. Give suitable example for each.		(CO1)
d.	Explain the significance of database management applications.		(CO5)

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Q.4		Case Analysis/ Situation Based QUESTIONS – Attempt any two.	(2x15 = 30 Marks)
a.	XYZ Enterprises, a small business, adopted cloud computing to streamline its operations. By migrating to the cloud, the company experienced improved collaboration, increased flexibility, and reduced infrastructure costs. The cloud-based platform allowed employees to access critical data and applications remotely, enhancing productivity. Questions: 1. How did the adoption of cloud computing impact XYZ Enterprises' operational efficiency? 2. In what ways did cloud computing contribute to enhanced collaboration among XYZ's employees? 3. Can you identify specific cost-saving measures implemented by XYZ through the utilization of cloud services?	(CO5)	
b.	Case Study: Enhancing Connectivity with Computer Networks ABC Corporation, a growing business, recently implemented a robust computer network to improve communication and collaboration among its geographically dispersed teams. The network infrastructure facilitated seamless data sharing, enabling faster decision-making processes. The implementation resulted in increased operational efficiency and a more interconnected workforce. Questions: 1. How did the adoption of a computer network positively impact ABC Corporation's communication and collaboration efforts? 2. Can you identify specific instances where the computer network contributed to accelerated decision-making within the organization?	(CO4)	
c.	Case Study: AI Applications Transforming Business Operations Orange Inc., a multinational corporation, leveraged AI applications to revolutionize its business processes. Implementing AI-driven analytics tools enhanced data analysis capabilities, providing actionable insights for strategic decision-making. Chatbots powered by natural language processing improved customer interactions, leading to increased customer satisfaction and loyalty. Questions: 1. How did the integration of AI-driven analytics tools impact Orange Inc.'s ability to derive meaningful insights from its data, and how were these insights utilized in strategic decision-making? 2. Can you provide specific examples of how AI-powered chatbots enhanced customer interactions for Orange Inc., and what measurable outcomes were observed in terms of customer satisfaction and loyalty?	(CO2)	

END SEMESTER EXAMINATION, DECEMBER - 2024

M. B. A. Semester - I

Course Name: Marketing Management

Course Code: MBA106

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All.

(2x10 = 20 Marks)

- Define a stakeholder in the context of business
- Explain branding and its role in creating a distinct market identity.
- Pricing and consumer perception
- Describe the primary goal of advertising in marketing.
- Explain brand loyalty
- Define customer personality
- Define marketing
- What is target and positioning in market?
- Explain bundle pricing
- What are the types of organizational buying?

CO1
CO1
CO1
CO1
CO1
CO2
CO2
CO2
CO2
CO2

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five.

(4x5 = 20 Marks)

- Describe the key stages of the product life cycle and discuss the marketing strategies that are typically employed at each stage.
- In the context of B2B (business-to-business) buying, explain the factors that influence organizational purchasing decisions and how the B2B buying process differs from consumer buying behavior.
- Define consumer attitude and its structure, with suitable examples. Also tell how attitude can change of any consumer?
- Evaluate the growing importance of sustainable packaging in today's business landscape. How can companies balance environmental considerations with the practicalities of product protection and consumer appeal?
- What is pricing? How many types of pricing are there? Tell various strategies of pricing? With suitable examples.
- Explain demand forecasting. What are various types of demand forecasting methods?
- Define market segmentation. What are various methods of market segmentation? Tell with suitable examples.

CO3
CO3
CO3
CO3
CO4
CO4
CO4

Q.3 STRUCTURED QUESTIONS – Attempt any Three.

(3x10 = 30 Marks)

- Discuss two specific types of sales promotion techniques commonly used in the retail industry. How do these techniques aim to influence consumer behavior, and what challenges might businesses face in implementing successful sales promotion campaigns?
- Define the concept of product mix and elaborate on why having a well-balanced product mix is crucial for a company's overall success in the market. Provide an example of how a diversified product mix can benefit a business in meeting varying customer need.
- Outline the key steps involved in conducting effective marketing research. How does the information gathered through marketing research contribute to informed decision-making and improved marketing strategies for businesses?
- Define a Marketing Information System (MIS) and explain its role in supporting decision-making within a company. Provide examples of the types of information that a robust MIS might gather and analyze to assist marketing professionals in their strategic planning.

CO4
CO5
CO5
CO5

Q.4 Case Analysis/ Situation Based QUESTIONS – Attempt any Two. (2x15 = 30 Marks)

- a. Imagine you are a salesperson representing a high-end technology company. Your potential client is a small business owner who is considering upgrading their entire office infrastructure. Explain how you would employ the personal selling method to understand the client's needs, address concerns, and ultimately persuade them to choose your company's products and services. CO5
- b. Consumer decision-making is a complex process influenced by numerous internal and external factors. Discuss the stages of the consumer decision-making process, highlighting the psychological, social, and marketing-related factors that can shape each stage. Provide examples of how businesses can strategically leverage this understanding to effectively influence and guide consumers through the decision-making journey, ultimately leading to successful product adoption and brand loyalty. Additionally, analyze the role of post-purchase behavior and its significance for businesses in maintaining positive consumer relationships and fostering long-term brand loyalty. Support your answer with relevant theories and real-world examples to illustrate the dynamics of consumer decision-making in contemporary markets. CO6
- c. *Situation:* CO6
Imagine you are a marketing consultant hired by a local restaurant looking to partner with either Zomato or Swiggy for food delivery services. The restaurant offers unique and specialty dishes but is concerned about maintaining quality during delivery. Both Zomato and Swiggy have expressed interest in collaboration.
Question:
Considering the situation, outline the key factors the restaurant should consider when choosing between Zomato and Swiggy as a food delivery partner. Include aspects such as delivery speed, customer reach, commission rates, and any specific features or programs offered by each platform. Additionally, discuss how the restaurant can leverage the chosen platform to maximize visibility and customer satisfaction, considering the competitive landscape in the local food delivery market.

END SEMESTER EXAMINATION, DECEMBER - 2024**M. B. A. Semester - I****Course Name: Communication for Managers****Course Code: MBA107****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1		VERY SHORT ANSWER QUESTIONS – Attempt All.	(2x10 = 20 Marks)
a.	Define Communication		CO1
b.	What are cultural barriers in communication?		CO1
c.	What are different types of communication?		CO1
d.	How is status a barrier in communication?		CO1
e.	What is perceptual barrier?		CO1
f.	What types of emails are typically used in professional environments?		CO1
g.	Explain the differences between formal and informal reports.		CO1
h.	What is non-verbal communication?		CO1
i.	What are the best practices for writing suggestions in a report to ensure clarity?		CO1
j.	What is the key purpose of holding a professional meeting?		CO1
Q.2		SHORT ANSWER QUESTIONS – Attempt any Five.	(4x5 = 20 Marks)
a.	Describe the key elements of a productive business meeting. How can effective communication contribute to the success of such meetings?		CO2
b.	How do visuals (graphs, charts, tables) support the content of a report?		CO2
c.	What is the significance of reference section in a formal report?		CO1
d.	Compare and contrast LinkedIn and Instagram as platforms for professional networking.		CO2
e.	How can poor listening skills act as a barrier to effective communication?		CO2
f.	Discuss the types of content that work well on LinkedIn.		CO2
g.	Why is it important to have a clear subject line in an email?		CO3
Q.3		STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Discuss the structure of a formal business report. What key components should be included to ensure the report is informative, clear, and actionable?		CO3
b.	Your company plans to announce the launch of a new service your company is offering. What are the differences in tone and structure when posting on Facebook compared to Instagram?		CO3
c.	Reflect on a personal experience where a message you sent was misunderstood. Identify which step(s) in the communication process failed and explain how you could have improved the communication to avoid misunderstanding.		CO4
d.	Explain the key components of a professional email. Provide a detailed description of each component, and explain their purpose in effective communication.		CO3

P.T.O./-

Q.4	Case Analysis/ Situation Based QUESTIONS – <i>Attempt any Two.</i>	(2x15 = 30 Marks)
a	You need to request a meeting with your professor to discuss your performance in the course and seek advice on how to improve. Write a polite and formal email in which you: • Mention your interest in improving your performance. • Request a convenient time to meet. • Highlight specific topics or concerns you'd like to discuss. • Thank them for their time and assistance	CO5
b	Rewrite the email above to make it more concise while keeping all the critical information intact. Subject: Request for Update on Marketing Campaign Progress Dear Team, I hope you are all doing well. I wanted to check in regarding the progress of our current marketing campaign. As we approach the launch date next week, it's important to ensure that all the planned tasks are on track and being executed effectively. Could each of you please provide an update on your specific responsibilities for the campaign? If there are any challenges or delays that could impact the launch timeline, let me know as soon as possible so we can address them promptly. Additionally, if any additional support or resources are required, feel free to share your requirements. Thank you for your hard work and dedication to making this campaign a success. Looking forward to your updates. Best Regards, [Your Name]	CO5
c	Your company is introducing a mobile app that promotes mental wellness by offering guided meditation sessions, stress management tips, and sleep trackers. Create an Instagram post. Make the post visually appealing and engaging for a wide audience.	CO6

END SEMESTER EXAMINATION, DECEMBER - 2024

M. B. A. Semester - I

Course Name: Statistics for Managers

Course Code: MBA102

Time allotted: 03 Hours

Max. Marks: 100

Note: Read all the instructions carefully.

Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. [Word limit – 30 words]

(2x10 = 20 Marks)

- How is the mode defined in a dataset? CO-1/PO-1
- Why do decision makers measure samples rather than the entire populations? CO-1/PO-3
- What does the null and alternate hypothesis typically represent in the hypothesis testing process? CO-1/PO-2
- What is the formula for calculating variance in a dataset?
- What is the index for base year? CO-1/PO-2
- What is the probability that in selecting two cards one at a time from a deck with replacement, the second card is --- A black jack, given the first card was a red ace? CO-2/PO-3
- Formulate null and alternate hypothesis to test whether the mean annual rainfall in Dehradun exceeds 125 mm in the month of July. CO-2/PO-2
- Why must we be required to deal with uncertainty in our decisions, even when using statistical techniques? CO-2/PO-3
- Does the effect of snow on the ski-slope business illustrate irregular variations? CO-2/PO-3
- Explain the differences among the three principal types of indices: price, quality and value. CO-2/PO-2

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. [Word limit – 100 words]

(4x5 = 20 Marks)

- Explain the shortcoming that occurs in point estimate but not in an interval estimate. What measure is included in interval estimate to compensate for it? CO-4/PO-2
- Given a sample variance of 127 from a set of nine observations, construct a 95 percent confidence interval for the population variance. CO-3/PO-6
- Why would we use multiple regression instead of simple regression in estimating a dependent variable? CO-3/PO-2
- How would you apply the concept of war as an irregular variation when analyzing time series data? CO-3/PO-2
- We have strong indications that the proportion is around 0.7. Find the sample size needed to estimate the proportion within ± 0.02 with a confidence level of 90 percent. CO-4/PO-3
- What problems exist with index numbers if the quantity of an item changes. CO-4/PO-6
- Analyse the validity of the RTO's claim that at most 18% of passengers exceed 70 km/h on the intercity route between Dehradun and Delhi, using the following information:
 - The RTO claims that the proportion of cars exceeding 70 km/h is at most 0.18. CO-4/PO-3
 - A random sample of 300 cars observed 48 cars exceeding 70 km/h.

P.T.O./-

Q.3 STRUCTURED QUESTIONS – Attempt any Three. [Word limit – 200 words] (3x10 = 30 Marks)

- a. Analyze the data on the number of tables sold over the years (2013-2022) as shown in the table below:

YEAR	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
TABLES	42	50	61	75	92	111	120	127	140	138

CO-4/PO-6

- Analyze the linear equation that best describes the trend in the number of tables sold.
 - Evaluate the estimated sales of tables in 2024 based on the linear equation.
- b. For a sample of 60 women taken from a population of over 5,000 enrolled in a weight reducing program at pan Indian health spa chain, the sample mean of diastolic blood pressure is 101 and the sample standard deviation is 42. At a significance level of 0.02, on average, did the women enrolled in the program have diastolic blood pressure that exceeds the value of 75.
- c. Evaluate the significance of the coefficient of determination and the coefficient of correlation in assessing the strength and nature of relationships between variables.
- d. Why should we be cautious in using past data to predict future trends?

CO-4/PO-6

CO-5/PO-2

CO-5/PO-2

Q.4 CASE ANALYSIS/ SITUATION BASED – Attempt any Two (2x15 = 30 Marks)

- a. The following information has been gathered from a random sample of apartment renters in a city. We are trying to predict rent (in Rs. Per year) based on the size of the apartment (number of rooms) and the distance from town (in Kms).

Rent (Rs.) in '000	360	1000	450	525	350	300
Number of Rooms	2	6	3	4	2	1
Distance from Town	1	1	2	3	10	4

CO-5/PO-4

Evaluate the least squares equation that best relates rent, number of rooms, and distance from town. Based on this, assess the expected rent for a two-bedroom apartment located 2 kms from town.

- b. Rohan's Discount Store has a promotional claim: "If our average prices are not equal to or lower than everyone else's, you get it free." One day, a customer challenged this claim by presenting bills for six items bought from a competitor at an average price lower than Rohan's. The prices of the competitor's items are as follows: ₹129, ₹297, ₹349, ₹500, ₹750, ₹1,095

Rohan's prices for the same items are: ₹129, ₹289, ₹319, ₹489, ₹759, ₹1,150

Additionally, Rohan states that his claim refers to a weighted average price of these items, and his sales of the items are: 7, 9, 12, 8, 6, 3 units respectively.

CO-6/PO-5

Given this situation, create a detailed analysis of whether Rohan's use of weighted averages justifies his promotional claim. Consider the implications of using weighted averages versus simple averages and evaluate whether Rohan is getting himself into trouble or correctly applying his pricing strategy.

- c. Vikas, owner of Grand Pizza Emporium, must determine how many 'everything but the kitchen sink' pizzas to prepare each night in order to minimize his expected loss. The cost of preparing each pizza is Rs. 70, and he sells each one for Rs. 120. Additionally, each pizza that is ordered but not delivered due to insufficient stock costs him Rs. 50 in lost future business. The demand for pizzas follows the given probability distribution:

Number of Pizzas Demanded: 1, 2, 3, 4

Probability: 0.40, 0.30, 0.20, 0.10

CO-6/PO-6

Create a decision model to determine how many pizzas Vikas should stock each night in order to minimize his expected loss. Consider the costs associated with overstocking (wasting pizzas) and understocking (losing future business) to find the optimal stocking quantity.
