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Code No. 1211

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, FEB- 2024  
MANAGEMENT THEORY AND PRACTICE  
PAPER – I

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Tasks of Professional Manager
2. Importance of long range Planning
3. Need for Directing
4. Types of Decentralization
5. Benchmarking

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Explain the key functions of Management?  
(OR)  
b) Discuss the Henry Fayol's Principles of Management?
7. a) Explain the importance of Planning? Discuss the steps in Planning Process?  
(OR)  
b) How to make Decision Making effective? Explain the Decision Making Process?
8. a) Discuss the need for control? Explain the link between Planning and Controlling?  
(OR)  
b) What are sources of Recruitment? Explain the Recruitment Process?
9. a) Comment on Centralization Vs Decentralization?  
(OR)  
b) What do you mean by Delegation of Authority? What factors influence it and how to make it effective?
10. a) Write a detail note on American Management Practices?  
(OR)  
b) Explain the importance of Leadership? Discuss the characteristics of effective Leaders?

Section-C

(1x10=10)

You are the top management team of a Medium size company that manufactures cardboard boxes, containers and other kinds of cardboard packaging materials. Your company is facing increasing levels of competition for major corporate customer accounts. In an effort to cut costs and remain competitive, your company has recently downsized. Approximately 25 percent of production workers were laid off, 30 percent of the first-line managers and 40 percent of the middle managers. You anticipated the stress levels of the production works and appropriate steps have been taken for those who were already laid off and also for those who are continuing. You did not anticipate the stress levels being experienced and to be experienced by the first line managers and middle level managers

The workloads of these managers have increased substantially; they are facing many changes in their and their subordinate's jobs. Some have reported guilty that co-workers were laid off, and their own sense of job security has been shattered. You are now going to address this issue in a meeting today.

Questions

1. Describe the sources of stress for the first line and middle managers.
2. Develop an action plan to reduce the stress.

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Time: 3 Hours]

Note: Answer all questions from Section – A and Section – B

[Max. Marks: 70

Answer the following questions in not more than ONE page each:

Section – A

(5x4=20)

1. Meaning and importance of GAAP
2. What is trial balance? How do you prepare Trial balance for a manufacturing company?
3. Write the difference between common size and comparative financial statement analysis
4. Discuss the importance of current and liquid ratios.
5. Explain the importance of Cloud Accounting.

Section – B

(5x8=40)

Answer the following questions in not more than FOUR pages each:

6. a) Accounting is language of the business and like other languages, it is based on certain principles". Explain briefly these various accounting principles and their relevance in accounting system. (OR)

- b) Prepare the Journal entries for the following transactions.  
1<sup>st</sup> January, 2022. Saeed Ahmad started business other transactions for the month of June as follows:  
2<sup>nd</sup> January, Purchased from Kareem goods of list price of Rs. 6,000 subject to 10% trade discount by cash.  
4<sup>th</sup>. Sold goods to Din Muhammad Rs. 800 and cash sales of Rs. 200.  
10<sup>th</sup>. Distributed goods worth Rs. 200 as free samples and goods taken away by the proprietor for personal use Rs. 100.  
12<sup>th</sup> Received discount Rs 20 and Commission Rs 500.  
17<sup>th</sup> Goods returned by Din Muhammad Rs. 200 and payment other outstanding amount.  
24<sup>th</sup> Furniture lost by fire of worth Rs. 500.  
30<sup>th</sup> Bad Debts during the period was Rs.100.

7. a) What is trail balance? Explain the objectives of preparation of Trail balance (OR)

- b) From the following particulars, prepare the balance sheet of Madhu, for the year ended 31st March, 2022.

Capital	Rs. 200000
Drawings	Rs. 40000
Cash in hand	Rs. 15000
Loan from Bank	Rs.40000
Bank OD	Rs.20000
Investments	Rs.20000
Bills receivable	Rs.10000
Sundry creditors	Rs. 40000
Bills Payable	Rs.20000
Good will	Rs. 60000
Sundry debtors	Rs. 80000
Land and Buildings	Rs.50000
Vehicles	Rs.80000
Cash at Bank	Rs. 25000

The following adjustments were made at the time of preparing final accounts:

1. Outstanding liabilities: Salaries Rs. 10,000; Wages Rs. 20,000; Interest on Bank Overdraft Rs. 3,000 and Interest on bank loan Rs. 6,000.
2. Provide interest on capital @ 10% p.a.
3. Bad debts amounted to Rs. 10,000 and make a provision for bad debts @ 10% on sundry debtors.
4. Closing stock amounted to Rs. 1,20,000
5. Depreciate vehicles @ 10% p.a. Net profit for the year amounted to Rs. 96,000

P.T.O

8. a) Explain various techniques of financial statement Analysis. Which technique is used to know the long term financial solvency of the company and why? (OR)

b) Balance Sheet of Blue Bell Ltd. as at 31st March, is given below:

BALANCE SHEET  
as on 31st March, 2023

Particulars	Note No	31st March, 2023	31 <sup>st</sup> march 2022
<b>I. EQUITY AND LIABILITIES</b>			
1. Shareholder's Funds			
(a) Share Capital		3,26,000	2,44,000
(b) Reserves and Surplus		1,00,000	1,00,000
2. Non-Current Liabilities			
Long-term Borrowings		6,96,000	4,38,000
3. Current Liabilities			
Trade Payables		2,98,000	78,000
<b>Total</b>		<b>14,20,000</b>	<b>8,60,000</b>
<b>II. ASSETS</b>			
1. Non-Current Assets			
(a) Fixed Assets		5,68,000	4,30,000
(b) Non-Current Investments		6,000	4,000
2. Current Assets			
(a) Trade Receivables		6,46,000	3,76,000
(b) Cash and Cash Equivalents		2,00,000	50,000
<b>Total</b>		<b>14,20,000</b>	<b>8,60,000</b>

Prepare Comparative Balance Sheet showing percentage changes from 2022 to 2023.

9. a) The liquidity of a business firm is measured by its ability to satisfy its long-term obligations as they become due. What are the ratios used for this purpose? And how? (OR)

- b) From the following information calculate: (i) Gross Profit Ratio (ii) Inventory Turnover Ratio (iii) Current Ratio (iv) Liquid Ratio (v) Net Profit Ratio (vi) Working capital Ratio:

	Rs
Revenue from Operations	25,20,000
Net Profit	3,60,000
Cost of Revenue from Operations	19,20,000
Long-term Debts	9,00,000
Trade Payables	2,00,000
Average Inventory	8,00,000
Current Assets	7,60,000
Fixed Assets	14,40,000
Current Liabilities	6,00,000
Net Profit before Interest and Tax	8,00,000

10. a) What is Block chain technology? Explain the structure and types of Block chain technology. (OR)

- b) What is data analytics? How the data analytics is used in Business?

P.T.O

Time: 3 Hours]

Note: Answer all questions from Section - A and Section - B  
Section - A (5x4=20)

[Max. Marks: 70

- Answer the following questions in not more than **ONE** page each:
1. Discuss the characteristics of statistics.
  2. What is Standard Error?
  3. What are the limitations of the use of  $\chi^2$  test?
  4. What are the advantages of using data visualization tools in business?
  5. How can you create a pivot table in Excel?

Section - B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

- a) Difference between classification and tabulation giving advantages of tabulation.

(OR)

- b) Find the Mean and Median for the following distribution:-

Marks	10-20	20-30	30-40	40-50	50-60	60-70	70-80
No. of Students	6	5	15	14	10	12	8

- c) What are the various probability methods of sampling?

(OR)

- b) In an intelligence test administered to 60 fathers and their 100 children. The following results were obtained:

Father's mean score 114; Standard Deviation 13

Son's mean score 110; Standard Deviation 11

Assuming the coefficient of correlation between the two +0.75, calculate the standard error of the two means and state whether the difference is significant?

- a) Define time series. What is the need to analyse the time series? What are the various components of time series?

(OR)

- b) A certain type of operation can be performed either with a local anesthetic or with a general anesthetic. Results are given below:

	Alive	Dead
Local	511	24
General	147	18

Test for any difference in the mortality rates associated with the different types of anesthetics.

Use of  $\chi^2$  test

- a) Explain the role of Big Data in enhancing decision-making processes within organizations. Also explore the applications of Business Analytics in finance.

(OR)

- b) Explore the applications of Data Mining in customer relationship management (CRM). Also discuss the various stages involved in the Data Mining process.

- a) How can you use Excel for scenario analysis in business decision-making? State with an example.

(OR)

- b) Explain the steps involved in conducting SPSS and its applications.

Section - C  
Case Study

(1x10=10)

XYZ Retail, a leading department store chain, was facing challenges in accurately forecasting sales, leading to inventory inefficiencies and revenue loss. The company decided to employ a combination of parametric tests and business forecasting techniques to improve its sales forecasting accuracy.

XYZ Retail experienced fluctuations in sales, and the existing forecasting methods were not capturing the underlying patterns effectively. The management aimed to implement more sophisticated techniques to address this issue. Please suggest to the company ---

P.T.O

**Questions:**

- a) What the reason are behind its sales forecasting inaccuracy?
- b) What should a company do to know goodness of fit for its sales distribution?
- c) What another forecasting techniques can be used by the company?

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FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, FEB- 2024  
**BUSINESS COMMUNICATION**  
PAPER – IV

Time: 3 Hours]

[Max. Marks: 70

Note: Answer all questions from Section – A and Section – B

Section – A

(5x4=20)

Answer the following questions in not more than **ONE** page each:

1. Types of communication
2. Stages of presentation
3. Types of business letter layouts
4. Job interview
5. Video conferencing

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Define Communication? What is the importance of communication for an individual and for an organization.  
(OR)  
b) Discuss the principles of active listening.
7. a) Why do managers need to develop effective presentation skills? How can they do it?  
(OR)  
b) What are the strategies for managing audience questions effectively?
8. a) Explain the characteristics of business letter  
(OR)  
b) Explain the essentials of effective paragraph.
9. a) Apple computers, Hyderabad is advertising for Management trainees – HR for their head office. Write a letter of application along with your CV for the post.  
(OR)  
b) How should a candidate behave during a selection interview?
10. a) How technological advancement has influenced business communication? Analyze.  
(OR)  
b) What are Microsoft teams? Discuss the advantages and disadvantages of Microsoft teams.

Section – C

(1x10=10)

**Case Study (Compulsory)**

Mittal wanted to join in a banking sector as relationship manager. He received an interview call from one of the nation's leading private sector banks. He was excited and prepared for the interview by reading about the company's performance and history, making a quick SWOT analysis of the bank, getting his documents ready and even practiced mock interviews with a friend who is manager in consultancy.

(However, the interview proved to be a nightmare.) It started an hour behind schedule and Mittal was kept waiting with no intimation of the changed schedule. He kept his cool and waited patiently. Finally, when he was called in, he firmly entered the interview hall. The hall was huge and panel of members are sitting in the corner.

The panel consisted of seven members, none of whom, according to Mittal seemed friendly and approachable. He was made to sit on a chair that seemed likely to break with the slightest jerk. He however, managed to sit, leaning forward slightly and tried to listen to the panel.

He was then asked a barrage of questions that are irrelevant to the job and they never heard his complete answers. Even though he answered Mittal was unhappy coming out.

**Question:**

If you are the interviewer what are the corrections you make to this stress interview to make it conducive?

FACULTY OF BUSINESS MANAGEMENT  
MBA I – SEMESTER REGULAR EXAMINATIONS, MAR – 2024  
**INFORMATION TECHNOLOGY FOR MANAGERS**  
PAPER – V

Time: 3 Hours]

[Max. Marks: 50

Note: Answer all questions from Section – A and Section – B

Section – A

(5x2=10)

Answer the following questions in not more than **ONE** page each:

1. Elements of Information Technology
2. Social networking
3. Templates and Wizards
4. Excel chart's features
5. Internet of Things

Section – B

(5x8=40)

Answer the following questions in not more than **FOUR** pages each:

6. a) Enumerate all-important features that were observed in the development of Information Technology.  
(OR)  
b) Discuss in detail about the impact and future of Information technology in modern business.
7. a) What do you mean by topology? What are popularly used topologies in computer networks? Explain the features of each.  
(OR)  
b) What do you understand by the term Internet? Discuss the applications of the internet in modern business.
8. a) What do you mean by slides in a presentation? Which software can be used to prepare these slides? Also discuss step involved in running a slideshow.  
(OR)  
b) Discuss in detail the advantages of MS Word by discussing the various important features of MS Word.
9. a) Discuss important features of MS-Access. Explain by citing examples.  
(OR)  
b) Describe the common functions in MS-EXCEL.
10. a) What is Artificial Intelligence (AI) and explain its role & importance in the business.  
(OR)  
b) What is meant by cloud computing? Explain benefits and types of cloud computing?

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