



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

L.B. Reddy Nagar :: Mylavaram-521 230 :: Krishna Dist. :: A.P
Approved by AICTE, New Delhi. Affiliated to JNTUK, Kakinada

MBA (I Semester) (R20) Regular Examinations July / August - 2021

TIME TABLE

Time: 10.00AM to 01.00PM

A.Y. 2020-21

Date	Course Code	Course Name
27-07-2021 (Tuesday)	20MB01	Management Perspectives & Organizational Behaviour
29-07-2021 (Thursday)	20MB02	Managerial Economics
31-07-2021 (Saturday)	20MB03	Accounting for Managers
02-08-2021 (Monday)	20MB04	Quantitative Analysis for Business Decisions
04-08-2021 (Wednesday)	20MB05	Legal & Business Environment
06-08-2021 (Friday)	20MB06	Business Communication and Soft skills

Note: Any omissions or clashes in the time table may please be informed to the Controller of Examinations immediately.

Date: 13-07-2021

APM
13/07/2021
CONTROLLER OF EXAMINATIONS

g n 2
13/7/21
PRINCIPAL

Copy to: 1. Vice-Principal, Deans & HoDs
2. Transport in-charge & Librarian
3. Canteen, Security & Hostels
4. All Notice Boards

H.T.No.									
---------	--	--	--	--	--	--	--	--	--

6 AUG 2021

R20

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

M.B.A (I Semester) Regular Examinations

20MB06-BUSINESS COMMUNICATION AND SOFT SKILLS

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	What is kinesics? Explain the importance of non-verbal communication.	5M	CO1	L2
(b)	Describe in detail the different factors that facilitate communication.	5M	CO1	L2
(OR)				
2(a)	Explain the problems and challenges in cross cultural communication.	5M	CO1	L2
(b)	Outline the barriers to business communication.	5M	CO1	L4
3(a)	What is the relationship that exists between self development and communication?	5M	CO2	L1
(b)	What is effective listening? Differentiate between effective and ineffective listening.	5M	CO2	L2
(OR)				
4(a)	Explain the role of emotion in inter-personal communication.	5M	CO2	L2
(b)	Outline the essential elements of team work. Suggest measures to improve team spirit.	5M	CO2	L4
5(a)	Draft a letter to 'Happyhome Furnitures' enquiring the prices of furniture for your newly constructed house.	5M	CO3	L3
(b)	Explain in detail different parts of a technical report.	5M	CO3	L1
(OR)				
6(a)	Describe the features of business correspondence letter.	5M	CO3	L2
(b)	What do you mean by annual report? Explain with a sample annual report from industry.	5M	CO3	L1
7(a)	What is presentation? Explain the elements of presentation.	5M	CO4	L1
(b)	Discuss the various strategies of presentation.	5M	CO4	L2
(OR)				
8(a)	What do you understand by group discussion? What are the do's and don'ts of group discussion?	5M	CO4	L1
(b)	Outline the strategic advantages provided by video conferences.	5M	CO4	L4
9(a)	Discuss the importance of ambience in making the interview process conducive to the candidate.	5M	CO5	L2

(b)	"Polemics is certainly necessary at times when the situation demands". Justify this statement and state when it is necessary.	5M	CO5	L3
(OR)				
10(a)	Explain the significance of conducting interviews in different settings depending on the purpose of interview. Give description of settings for GD sessions and stress interviews.	5M	CO5	L2
(b)	Describe the procedure for giving information regarding recruiting process of an organization.	5M	CO5	L2
11.	<p>Case study (Compulsory Question)</p> <p>Mahesh wanted to join in a banking sector as a Relationship Manager. He received an interview call from one of the nation's leading private sector bank. He was excited and prepared for the interview by reading about the bank's performance and history, making a quick SWOT analysis of the bank, getting his document ready and even practiced mock interviews with a friend who is a manager in a consultancy. However, the interview proved to be a nightmare. It started an hour behind schedule and Mahesh was kept waiting with no intimation of the changed schedule. He kept his cool and waited patiently. Finally, when he was called in, he knocked firmly and entered interview hall. The hall was huge and panel members were sitting in the corner. The panel consisted of 7 members, none of whom, according to Mahesh seemed friendly. He was made to sit on a chair that seemed likely to break with 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 were irrelevant to the job and they never heard his complete answers. Even though he answered Mahesh was unhappy coming out.</p> <p>Questions:</p> <p>(i) If you are an interviewer, what are the corrections you make to this stress interview to make it conducive.</p> <p>(ii) Can you suggest any improvement to Mahesh's preparation as an interviewee.</p>	10M	CO5	L4

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

M.B.A (I Semester) Regular Examinations

20MB05-LEGAL AND BUSINESS ENVIRONMENT

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	What do you mean by business environment and discuss the importance of international business environment?	5M	CO1	L1
(b)	Illustrate the Role of NITI Aayog and its objectives.	5M	CO1	L2
(OR)				
2(a)	Define Business Environment and discuss its characteristics.	5M	CO1	L2
(b)	Determine Importance and Process of Environment Scanning.	5M	CO1	L2
3(a)	Summarize the objectives and impact of Monetary policy.	5M	CO2	L1
(b)	Discuss the features, advantages and disadvantages of Privatization.	5M	CO2	L2
(OR)				
4(a)	What do you mean by Economic System and Explain types of Economic Systems?	5M	CO2	L1
(b)	Examine the Indian Economy Features and problems.	5M	CO2	L2
5(a)	Define Contract. Differentiate between agreement and contract.	5M	CO3	L2
(b)	What are the Various Types of contracts and illustrate with examples.	5M	CO3	L2
(OR)				
6(a)	Analyze the Essential elements of a Valid Contract act.	5M	CO3	L2
(b)	Identify various Types of intellectual property rights.	5M	CO3	L1
7(a)	Compare private limited company and public limited company.	5M	CO4	L2
(b)	Define Company. Discuss the characteristics of companies.	5M	CO4	L2
(OR)				
8(a)	Illustrate the procedure for Winding up of companies.	5M	CO4	L2
(b)	Summarize the Features and objectives of IT Act.	5M	CO4	L2
9(a)	Define Contract of sale and discuss the essentials of contract of sale.	5M	CO5	L2
(b)	What are the differences between sale and agreement to sell?	5M	CO5	L2
(OR)				
10(a)	Examine the various levels of consumer forums.	5M	CO5	L2
(b)	List out the rights and responsibilities of consumer.	5M	CO5	L2

20MB05-LEGAL AND BUSINESS ENVIRONMENT

11.	<p>Case study (Compulsory question)</p> <p>Anurag, aspires to work with a socially and environmentally committed company as he does not want to work just for monetary benefits but also the brand value of the company he works for in the society matters a lot to him. Therefore, he has joined Cerebra Integrated Technologies a Bengaluru-based Infotech company. The company has built India's largest e-waste recycling plant. The company strives to be one of the leading players in this business which has huge potential not only in terms of generating huge revenues and profits but also wants to contribute to the environment issues that have become crucial worldwide. The company sees big business in the mountains of e-waste in Bengaluru which produces 200,000 tonnes of e-waste a year. The company plans to make its millions by extracting metals such as gold and platinum from the e-waste piling up in the city. As a mobile phone, for example, is made up of a combination of rare earth and precious metals: it contains 250 mg of silver, 24 mg of gold and nine mg of palladium while a laptop has 1,000 mg of silver, 220 mg of gold and 500 grams of copper.</p> <p>To start the business, the company has obtained a license from KSPCB (Karnataka State Pollution Control Board). In context of the above case:</p> <p>(i) Identify the various dimensions of business environment being referred to by quoting lines from the paragraph.</p> <p>(ii) List any two values which the company wants to convey to the society.</p>	10M	CO3	L4
-----	--	-----	-----	----

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

M.B.A (I Semester) Regular Examinations

20MB04-QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Discuss the importance of quantitative analysis in decision making process.	5M	CO1	L1
(b)	Distinguish between quantitative analysis and qualitative Analysis.	5M	CO1	L2
(OR)				
2(a)	What is decision tree? Explain the construction of it with a suitable example.	5M	CO1	L1
(b)	List the approaches for decisions under risk and explain with examples.	5M	CO1	L1
3(a)	What is LPP? What are the assumptions in formulating LPP?	5M	CO2	L1
(b)	Define (i) Slack variable (ii) Surplus variable (iii) Unbounded Solution and (iii) Infeasible Solution.	5M	CO2	L1
(OR)				
4(a)	What are the advantages and limitations of LP problem?	5M	CO2	L2
(b)	A diet for a sick person must contain at least 4000 units of units vitamins, 50 units of minerals and 1,400 calories. Two foods A and B are available at a cost of Rs.4 and Rs.3 per unit respectively. If one of A contains 200 units of vitamins, 1 unit of mineral and 40 calories and 1 unit of food B contains 100 units of vitamins, 2 units of minerals and 40 calories. Find by graphic method what combination of foods be used to have least cost?	5M	CO2	L3
5(a)	Describe the transportation problem with its general mathematical formulation.	5M	CO3	L2
(b)	Determine an initial basic feasible solution to the following transportation problem. <div><div>I II III IV Supply</div><div><div>A</div><div>13 11 15 20</div><div>2,000</div></div><div><div>From B</div><div>17 14 12 13</div><div>6,000</div></div><div><div>C</div><div>18 18 15 12</div><div>7,000</div></div><div><div>Demand</div><div>3,000 3,000 4,000 5,000</div><div>15,000</div></div></div>	5M	CO3	L3
(OR)				
6(a)	A department head has four subordinates and four tasks have to be performed. Subordinates differ in efficiency and tasks differ in their intrinsic difficulty. Time each man would take to perform each task is given in the effectiveness matrix. How the tasks should be allocated to each person so as to minimize the total man-hours? <div><div>SUBORDINATES</div><div><div></div><div>I II III IV</div></div><div><div>TASKS</div><div><div>A</div><div>8 26 17 11</div></div><div><div>B</div><div>13 28 4 26</div></div><div><div>C</div><div>38 19 18 15</div></div><div><div>D</div><div>19 26 24 10</div></div></div></div>	5M	CO3	L3

20MB04-QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

(b)	List out the difference between a transportation problem and assignment problem.	5M	CO3	L2																						
7(a)	Distinguish between (i) Null hypothesis and alternate hypothesis (ii) Type I error and Type II error.	5M	CO3	L2																						
(b)	Briefly describe the important parametric tests used in the context of testing hypothesis. How such tests are differ from non parametric tests? Explain.	5M	CO3	L2																						
(OR)																										
8(a)	A lawnmower manufacturing company would like to advertise that their mower can go 250 hours before experiencing starting problems and subsequent service. During year round field tests of 10 identical lawn-mowers required service after 205,430,301,199,222, 124,89,289,260 and 214 hours. Based on this data, can the manufacturer make this advertising claim.	5M	CO4	L3																						
(b)	Explain the theory of testing hypothesis using F-test.	5M	CO4	L2																						
9(a)	Distinguish between Correlation and Regression?	5M	CO4	L2																						
(b)	Calculate Karl Pearson's Coefficient of Correlation from the following data. <table><tr><td>X</td><td>39</td><td>65</td><td>62</td><td>90</td><td>82</td><td>75</td><td>25</td><td>98</td><td>36</td><td>78</td></tr><tr><td>Y</td><td>47</td><td>53</td><td>58</td><td>86</td><td>62</td><td>68</td><td>60</td><td>91</td><td>51</td><td>84</td></tr></table>	X	39	65	62	90	82	75	25	98	36	78	Y	47	53	58	86	62	68	60	91	51	84	5M	CO4	L3
X	39	65	62	90	82	75	25	98	36	78																
Y	47	53	58	86	62	68	60	91	51	84																
(OR)																										
10(a)	Write about the basic components of a queuing system.	5M	CO5	L1																						
(b)	Patients arrive at a clinic according to a Poisson distribution at the rate of 30 patients per hour. The waiting room does not accommodate more than 14 patients. The examination time per patient is exponential with mean rate of 20 per hour. What is the probability that an arriving patient will not wait? Will he find a vacant seat in the room? What is the expected waiting time until a patient is discharged from the clinic?	5M	CO5	L3																						
11.	A transistor radio company manufactures models A, B and C which have profit contributions of 8, 15 and 25 respectively. The weekly minimum production requirements are 100 for model A, 150 for model B and 75 for model C. Each type of radio requires a certain amount of time for the manufacturing of component parts, for assembling and packing. Specially a dozen units of model A require three hours of manufacturing, four hours of assembling and one hour of packing. The corresponding figures for a dozen units of model B are 3.5, 5 and 1.5 and for a dozen unit of model C are 5, 8 and 3. During the forthcoming week the company has available 150 hours of manufacturing, 200 hours of assembling and 60 hours of packing time. Formulate the production scheduling problem as a linear programming model.	10M	CO2	L3																						

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

M.B.A (I Semester) Regular Examinations

20MB03-ACCOUNTING FOR MANAGERS

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL																																													
1(a)	Illustrate the importance and objectives of Accounting.	5M	CO1	L1																																													
(b)	Discuss the various types of accounts that helps in decision making.	5M	CO1	L1																																													
(OR)																																																	
2(a)	Outline the concept of shares and Debentures.	5M	CO1	L1																																													
(b)	Discuss the generally accepted accounting principles.	5M	CO1	L1																																													
(OR)																																																	
3(a)	Describe the objectives of Final Accounts.	5M	CO2	L1																																													
(b)	Classify the differences between journal and ledger.	5M	CO2	L2																																													
(OR)																																																	
4.	From the following prepare Journal, Ledger and Trail Balance	10M	CO2	L3																																													
	<table><tr><th>Date</th><th>Particulars</th><th>Amount (Rs)</th></tr><tr><td>Mar 1</td><td>Started business with cash</td><td>10,000</td></tr><tr><td>Mar 2</td><td>Sold goods to Muttu on credit</td><td>4,300</td></tr><tr><td>Mar 6</td><td>Sold goods to Anand for cash</td><td>5,000</td></tr><tr><td>Mar 8</td><td>Commission received</td><td>50</td></tr><tr><td>Mar14</td><td>Goods returned by Muttu</td><td>100</td></tr><tr><td>Mar16</td><td>Purchased goods from Murali on Credit</td><td>2,000</td></tr><tr><td>Mar19</td><td>Purchased goods from Mohan on Cash</td><td>2,400</td></tr><tr><td>Mar 20</td><td>Stationery purchase</td><td>75</td></tr><tr><td>Mar 21</td><td>Goods returned to Murali</td><td>300</td></tr><tr><td>Mar 21</td><td>Paid cash to Murali</td><td>1,700</td></tr><tr><td>Mar 22</td><td>Purchased goods for cash</td><td>600</td></tr><tr><td>Mar 31</td><td>Salaried paid</td><td>300</td></tr><tr><td>Mar 31</td><td>Wages paid</td><td>200</td></tr><tr><td>Mar 31</td><td>Electricity Expenses</td><td>100</td></tr></table>				Date	Particulars	Amount (Rs)	Mar 1	Started business with cash	10,000	Mar 2	Sold goods to Muttu on credit	4,300	Mar 6	Sold goods to Anand for cash	5,000	Mar 8	Commission received	50	Mar14	Goods returned by Muttu	100	Mar16	Purchased goods from Murali on Credit	2,000	Mar19	Purchased goods from Mohan on Cash	2,400	Mar 20	Stationery purchase	75	Mar 21	Goods returned to Murali	300	Mar 21	Paid cash to Murali	1,700	Mar 22	Purchased goods for cash	600	Mar 31	Salaried paid	300	Mar 31	Wages paid	200	Mar 31	Electricity Expenses	100
Date	Particulars				Amount (Rs)																																												
Mar 1	Started business with cash				10,000																																												
Mar 2	Sold goods to Muttu on credit				4,300																																												
Mar 6	Sold goods to Anand for cash				5,000																																												
Mar 8	Commission received				50																																												
Mar14	Goods returned by Muttu				100																																												
Mar16	Purchased goods from Murali on Credit				2,000																																												
Mar19	Purchased goods from Mohan on Cash				2,400																																												
Mar 20	Stationery purchase				75																																												
Mar 21	Goods returned to Murali				300																																												
Mar 21	Paid cash to Murali				1,700																																												
Mar 22	Purchased goods for cash				600																																												
Mar 31	Salaried paid				300																																												
Mar 31	Wages paid	200																																															
Mar 31	Electricity Expenses	100																																															
5(a)	Explain the various methods of depreciation.	5M	CO3	L1																																													
(b)	Discuss in detail the inventory valuation methods.	5M	CO3	L1																																													
(OR)																																																	
6(a)	Rio and Co., purchased and issued the material using LIFO method. Jan 1 purchased 300 units@ Rs.3 5 purchased 600 units @ Rs.4 10 issued 500 units 12 purchased 700 units@ Rs.4 15 issued 800 units 20 purchased 300 units@ Rs.5 30 issued 100 units	5M	CO3	L3																																													
(b)	On 1-1-2001 vamsi purchased a machinery for Rs 1 lakh assuming annual depreciation is10% & life time of Machine is 10 years. Find Depreciation for 5 years by diminishing balance method.	5M	CO3	L3																																													
(OR)																																																	
7(a)	What is the purpose of cash flow statement? Explain.	5M	CO4	L1																																													

20MB03-ACCOUNTING FOR MANAGERS

(b)	Outline the steps involved in preparation of cash flow statement.	5M	CO4	L2																																										
(OR)																																														
8(a)	What does fund flow statement reflect? Discuss in detail.	5M	CO4	L1																																										
(b)	Outline the steps involved in preparation of Fund flow statement.	5M	CO4	L2																																										
9(a)	Define ratio analysis and explain its importance.	5M	CO5	L1																																										
(b)	Discuss in detail Liquidity and Turnover ratios.	5M	CO5	L1																																										
(OR)																																														
10(a)	The following data is extracted from the financial statements of a concern dealing with plastic. The plastic business in general as an inventory turnover is 15 times(Assume 360 days for year) determine and interpret stock turnover ratio, the stock sales is 10,20,000, sales return is 20,000, GP ratio is 20%, stock at beginning is 35,000 and closing stock is 45,000.	5M	CO5	L3																																										
(b)	Calculate solvency ratios from the data given below 8% debentures = 100000, long term loans taken by the company is 2,00,000, equity share capital is 400000, reserves and surplus is 200000, profits after the taxes is 100000, taxes paid 40,000, interest paid is 20,000.	5M	CO5	L3																																										
11.	Case study (Compulsory question) From the following Balance sheet of ABC company ltd., prepare funds flow statement for the year ending 31/12/2012. <table><tr><td>Liability</td><td>31/12/11</td><td>31/12/12</td><td>Assets</td><td>31/12/11</td><td>31/12/12</td></tr><tr><td>Share Capital</td><td>70,000</td><td>74,000</td><td>Cash</td><td>9,000</td><td>7800</td></tr><tr><td>Debentures</td><td>12,000</td><td>6,000</td><td>Debtors</td><td>14,900</td><td>17700</td></tr><tr><td>Provision for Bad debts</td><td>700</td><td>800</td><td>Stock</td><td>49,200</td><td>42700</td></tr><tr><td>Creditors</td><td>10,360</td><td>11,840</td><td>Land</td><td>20,000</td><td>30000</td></tr><tr><td>P&L A/C</td><td>10,040</td><td>10560</td><td>Goodwill</td><td>10,000</td><td>5000</td></tr><tr><td></td><td>1,03,100</td><td>1,03,200</td><td></td><td>1,03,100</td><td>1,03,200</td></tr></table>	Liability	31/12/11	31/12/12	Assets	31/12/11	31/12/12	Share Capital	70,000	74,000	Cash	9,000	7800	Debentures	12,000	6,000	Debtors	14,900	17700	Provision for Bad debts	700	800	Stock	49,200	42700	Creditors	10,360	11,840	Land	20,000	30000	P&L A/C	10,040	10560	Goodwill	10,000	5000		1,03,100	1,03,200		1,03,100	1,03,200	10M	CO4	L4
Liability	31/12/11	31/12/12	Assets	31/12/11	31/12/12																																									
Share Capital	70,000	74,000	Cash	9,000	7800																																									
Debentures	12,000	6,000	Debtors	14,900	17700																																									
Provision for Bad debts	700	800	Stock	49,200	42700																																									
Creditors	10,360	11,840	Land	20,000	30000																																									
P&L A/C	10,040	10560	Goodwill	10,000	5000																																									
	1,03,100	1,03,200		1,03,100	1,03,200																																									

**LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)**

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

MBA(I Semester)Regular Examinations

20MB02-MANAGERIAL ECONOMICS

Time : 3 hours

Max. Marks : 60

Answer one question from each unit
All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1 (a)	Describe the relationship between Managerial Economics and other disciplines.	5M	CO1	L2
(b)	Write the differences between Micro Economics and Macro Economics.	5M	CO1	L1
(OR)				
2(a)	Discuss the Scope of Managerial Economics.	5M	CO1	L2
(b)	Explain the role of a Managerial Economist in a Business Firms.	5M	CO1	L2
3(a)	Explain the following concepts. (i) Discounting cost concept. ii) Concept of Time perspective.	5M	CO2	L2
(b)	Define Sole trading business, and write its merits and demerits.	5M	CO2	L1
(OR)				
4(a)	Demonstrate the Economic and Social objectives of business.	5M	CO2	L2
(b)	Define Partnership and explain various kinds of partners.	5M	CO2	L2
5(a)	Examine demand functions and its determinants.	5M	CO3	L2
(b)	Summarize the law of demand and explain its assumptions and exceptions.	5M	CO3	L2
(OR)				
6(a)	Define Price elasticity of demand and write its types.	5M	CO3	L1
(b)	Illustrate different demand forecasting methods.	5M	CO3	L3
7(a)	What is scale of production? Explain Internal economies of large scale production.	5M	CO4	L2
(b)	Define Production; Demonstrate the Law of variable proportions.	5M	CO4	L2
(OR)				
8(a)	Explain the significance of cost concepts.	5M	CO4	L2
(b)	What is Breakeven point? Outline its significance by using break even chart.	5M	CO4	L2
9(a)	Identify the Characteristic features of Perfect competition markets.	5M	CO5	L1
(b)	Demonstrate the features of Monopoly and oligopoly market.	5M	CO5	L2
(OR)				

20MB02-MANAGERIAL ECONOMICS

10(a)	Summarize the Objectives of pricing policy	5M	CO5	L2
(b)	Illustrate the approaches to pricing new products.	5M	CO5	L2
11.	<p>Case study (Compulsory question)</p> <p>NIKE – FAILURE IN DEMAND FORECASTING</p> <p>Introduction</p> <p>Established in 1964, Nike is one of the world's leading designer, marketer and distributor of athletic footwear, apparel, equipment and accessories for sports and other fitness activities. The wholly-owned subsidiaries of Nike include Converse Inc, Bauer Inc., Cole Haan, Hurley International LLC, and Exeter Brands Group LLC.</p> <p>In January 2006, Fortune magazine listed Nike as one of the 100 best companies to work for in the US. 2005 was a record year for sales and profitability at Nike Inc. (Nike).</p> <p>The Nike as a company and how it grew up to be one of the premier footwear manufacturers of the world. It failed to properly select a correct demand projection model. The problems that arose out of this failure to implement the new technique resulted in its declining sales. Finally, the remedial measures taken by Nike to stay in the market and compete with Adidas and Reebok had to be determined by the top management of the company.</p> <p>Problem Issues existing at Nike:</p> <ul style="list-style-type: none"> ➤ The importance of accurate demand forecasting to streamline inventory management ➤ Selecting an appropriate demand projection model ➤ Factors that must be kept in mind while implementing new modernized forecasting software ➤ Understanding how the other competitors like Reebok, Adidas, Lotto etc., have come up with new designs, prices and innovative practices and captured the market. <p>Questions for Discussion:</p> <p>(i) What was the forecasting approach practiced at Nike and supply chain management system?</p> <p>(ii) What new techniques it should have adopted to stay at top position in the market?</p> <p>(iii) What were the likely reasons that resulted such a huge gap between demand and supply at Nike?</p> <p>(iv) What, in your opinion, could have been done to avoid this situation of Reebok and Adidas taking over lead in the market?</p>	10M	CO3	L4

**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

20MB01-MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Max. Marks : 60

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Define Management and explain the importance of management.	5M	CO1	L1
(b)	Define Scientific Management and explain the principles of it.	5M	CO1	L2
(OR)				
2(a)	Explain the steps in planning process.	5M	CO1	L1
(b)	Define the concept Management By Objectives.	5M	CO1	L2
3(a)	Define the concept Organization Structure and Design.	5M	CO2	L1
(b)	Explain the controlling process.	5M	CO2	L2
(OR)				
4(a)	Differentiate between formal and informal organization.	5M	CO2	L2
(b)	Evaluate the requirements of effective control.	5M	CO2	L2
5(a)	Define organizational behaviour and explain its linkage with other social sciences.	5M	CO3	L2
(b)	Define Learning and explain its process.	5M	CO3	L1
(OR)				
6(a)	Explain any two theories of learning.	5M	CO3	L2
(b)	What are the determinants of Personality?	5M	CO3	L1
7(a)	Define Motivation and explain Alderfer theory of motivation.	5M	CO4	L1
(b)	What are the styles of leadership?	5M	CO4	L1
(OR)				
8(a)	Define group and explain the stages of group formation.	5M	CO4	L2
(b)	Define the concept Johari Window theory.	5M	CO4	L2
9(a)	Define organizational conflict and explain problem solving techniques.	5M	CO5	L1
(b)	What are the types of stress?	5M	CO5	L2
(OR)				
10(a)	Define communication and explain its importance.	5M	CO5	L1
(b)	Explain any four organizational interventions.	5M	CO5	L2

20MB01-MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOUR

11.	<p>Case study (Compulsory question)</p> <p>General Electric established its Work-out process in the early 1990s. It continues to be main stay in GE's efforts to initiate change. In the interim years, the Work-Out process has also been adopted by such diverse organizations as General Motors, Home Department, Frito-Lay, L.L. Bean, sears, IBM, and the World Bank. The impetus for the Work-Out was the belief by GE's CEO that the company's culture was too bureaucratic and slow to respond to change. He wanted to create a vehicle that would effectively engage and empower GE workers. Essentially, the Work-Out brings together employees and managers from many differ functions and levels within an organization for an informal 3-day meeting to discuss and solve problems that have been identified by employees or senior management. Step into small teams, people are encouraged to challenge prevailing assumptions about "the way we have always done things" and develop recommendations for significant improvements in organizational processes. The Work- Out teams then present their recommendations to a senior manager in a public gathering called Town meeting.</p> <p>At the Town meeting, the manager in charge oversees a discussion about the recommendation and then is required to make a yes or no decision on the spot. Only in unusual circumstances can a recommendation be tabled for further study. Recommendations that are accepted are assigned to managers who have volunteered to carry them out. Typically, a recommendation will move from inception to implementation in 90 days or less. The logic behind Work-Out is to identify problems, stimulate diverse input, and provide a mechanism for speedy decision and action. More recently, GE CEO Jeffrey Immelt has extended the Work-Out concept to build capabilities in anticipating future technologies and engage in long-range planning. GE wants all its managers to be adept at the kind of strategic thinking that most companies entrust only to senior management. For example, GE is offering managers new classes focused on learning how to create new lines of business.</p> <p>Questions:</p> <p>(i) What type of change process would you call this? Explain.</p> <p>(ii) What negative consequences do you think might result from this process?</p>	10M	CO5	L4
-----	--	-----	-----	----
