



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

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

MBA (I Semester) (R24) Semester End Examinations (Regular) – February 2026

TIME TABLE

Time : 10.00 AM to 01.00 PM

A.Y. : 2025-26

R24

03-02-2026 (Tuesday)	05-02-2026 (Thursday)	09-02-2026 (Monday)	11-02-2026 (Wednesday)	13-02-2026 (Friday)	16-02-2026 (Monday)	18-02-2026 (Wednesday)
24MB01 - Management Perspectives & Organizational Behaviour	24MB02 - Business Economics	24MB03 - Financial Accounting & Analysis	24MB04 - Quantitative Analysis for Business Decisions	24MB05 - Legal & Business Environment	<u>Open Elective</u> 24OE81 - Business Communication and Personality Development	24MB06 - Entrepreneurship Development

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

Date: 20-01-2026

CONTROLLER OF EXAMINATIONS

PRINCIPAL

- Copy to:
1. Vice-Principal, Deans & HoD
 2. T&P cell, Transport Coordinator & Librarian
 3. Canteen, PD, Security & Hostels
 4. Coordinator-Disciplinary
 5. Notice Boards

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

MBA (I Semester) Regular Examinations

24MB01-MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOUR

Time : 3 hours

Max. Marks : 70

Answer one question from each unit
All questions carry equal marks

200000
3/2/26

Q.No	Questions	Marks	CO	BL
1(a)	Describe about the evolution of Management thought.	6M	CO1	L1
(b)	Explain the steps involved in Planning process.	6M	CO1	L2
(OR)				
2(a)	Discuss the benefits and limitations of MBO.	6M	CO1	L2
(b)	Enumerate the contribution made by F W Taylor towards scientific management?	6M	CO1	L2
3(a)	Describe the principles of organizing.	6M	CO2	L2
(b)	What are the requirements for effective control?	6M	CO2	L1
(OR)				
4(a)	Elaborate the different types of organizations.	6M	CO2	L3
(b)	Explain the importance of controlling.	6M	CO2	L2
5(a)	Outline the contributing disciplines to OB.	6M	CO3	L2
(b)	Explain the steps involved in perception process.	6M	CO3	L2
(OR)				
6(a)	Elaborate the Classical conditioning theory of Learning.	6M	CO3	L2
(b)	Illustrate the determinants of personality?	6M	CO3	L3
7(a)	Describe Alderfer's ERG motivation theory.	6M	CO4	L2
(b)	Elaborate the various challenges of leaders.	6M	CO4	L3
(OR)				
8(a)	Explain the concept of Group dynamics.	6M	CO4	L1
(b)	Discuss the stages of group development.	6M	CO4	L2
9(a)	Illustrate various conflict resolution techniques with examples.	6M	CO5	L3
(b)	Discuss the barriers of communication.	6M	CO5	L2
(OR)				
10(a)	Explain the causative factors of stress in an organization.	6M	CO5	L2
(b)	Elaborate the process of organizational change.	6M	CO5	L2
11.	<p>Case study (Compulsory)</p> <p>Microsoft has one of the lowest employee turnover rates in the IT industry; however, there is room for improvement. Top talent is currently leaving Microsoft to pursue Internet start-ups or jumping ship to Google. The loss of these key employees represents a serious threat to the success of the company in the future. Recognizing this problem, Microsoft is actively identifying its top talent and developing ways to make jobs more attractive. Employee engagement appears to be the buzz in corporate America/Studies show that employees who are engaged are more productive, profitable, and customer focused and less likely to leave the organization. According to Dr. Beverly Kaye, an expert on career issues in the workplace, what employees want is a relationship with their managers, so managers have to act more like coaches, not bosses. Some of the factors that always rank at the top with regard to what gets employees engaged and what they value in a job include career opportunities and development, great people to work with, and a great boss.</p> <p>Microsoft is meeting the challenge of improving worker morale head on to retain its employees. My Microsoft is a program introduced by the company to provide some of the attractive amenities that other IT companies offer employees. This program will include a wide range of incentives focused on improving the working conditions and culture of the company, such as a set of lifestyle perks and a management development program. Microsoft's new program is an initial step to improve the morale of employees, but only time will tell if this program is attractive enough to retain employees.</p> <p>Questions:</p> <p>1. What are the factors causing the brain drain at Microsoft? Explain.</p> <p>2. Is Microsoft's organizational structure having an impact on its organizational commitment levels? Explain.</p>	10M	CO5	L4

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

MBA. (I Semester) Regular Examinations

24MB02-BUSINESS ECONOMICS

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

Answer
5/2/26

Q.No	Questions	Marks	CO	BL
1(a)	What is the ideology of fundamentals of Economics?	6M	CO1	L1
(b)	Describe the importance of nature of business economics.	6M	CO1	L2
(OR)				
2(a)	Outline the relationship with other disciplines of economics.	6M	CO1	L2
(b)	What is the role of managerial economics?	6M	CO1	L1
(OR)				
3(a)	Describe the idea of demand forecasting.	6M	CO2	L2
(b)	Give the brief note on significance of demand forecasting.	6M	CO2	L1
(OR)				
4(a)	Discuss the demand forecasting survey methods.	6M	CO2	L2
(b)	Elaborate various demand forecasting techniques.	6M	CO2	L3
(OR)				
5(a)	Differentiate the product, production and production analysis.	6M	CO3	L3
(b)	What do you understand production function variations?	6M	CO3	L2
(OR)				
6(a)	Describe production analysis of Cobb Production function.	6M	CO3	L2
(b)	Elaborate Isoquants in production.	6M	CO3	L3
(OR)				
7(a)	Analyze Monopoly and monopolistic markets.	6M	CO4	L3
(b)	Define Market Strategy. Describe pricing methods.	6M	CO4	L1
(OR)				
8(a)	Analyze perfect competition with monopoly.	6M	CO4	L3
(b)	Write any one theory of Profit.	6M	CO4	L2
(OR)				
9(a)	Explain Macro economics and business decisions.	6M	CO5	L2
(b)	Outline one theory in macro economics and business decisions.	6M	CO5	L3
(OR)				
10(a)	What do you understand by National Income?	6M	CO5	L1
(b)	Explain National Income measurements.	6M	CO5	L2
(OR)				
11.	Case study (Compulsory) Define price elasticity of demand. If a consumer increases the consumption of X by 5 kgs, i.e., from 10 kgs to 15 kgs per week due to decrease in the price by 2 Rs per kg, i.e., from 8 Rs to 6 Rs, how much is the rate of change is observed in demand due to price change. Explain.	10M	CO2	L4

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MBA (I Semester) Regular Examinations

24MB03-FINANCIAL ACCOUNTING AND ANALYSIS

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Summarize objectives of accounting standards.	6M	CO1	L2
(b)	Explain nature and scope of accounting.	6M	CO1	L2
(OR)				
2(a)	What is GAAP? Explain Accounting conventions.	6M	CO1	L1
(b)	What are accounting standards? Discuss any four.	6M	CO1	L2
3(a)	Discuss the significance of maintaining subsidiary books in business accounting.	6M	CO2	L3
(b)	Explain the different types of subsidiary books maintained by a business.	6M	CO2	L2
(OR)				
4.	Prepare three column cash book from the following. 1/1/16; started business with cash Rs.40, 000 2/1/16: opened savings bank a/c in Vijaya bank Rs.16, 000 5/1/16: bought goods by cheque Rs.350 6/1/16: Received cheque from Suhas Rs.400 allowed him discount Rs.20 8/1/16: sold goods for cash Rs.80 10/1/16: paid to bank through cheque Rs.400 and through cash Rs.60 14/1/16: paid to satish by cheque Rs.690 and discount received Rs.10 17/1/16: paid carriage Rs.300 20/1/16: drawn from bank for office Rs.400 31/1/16: paid salaries by cheque Rs.200	12M	CO2	L4
5(a)	On 1/7/2010, Ramesh purchased a second-hand machine for ₹36,000 and incurred ₹4,000 on installation and carriage charges. Depreciation is to be charged at 10% per annum on original cost under the Straight-Line Method. The machine became obsolete and was sold for ₹12,000 on 30/09/2013. The books of accounts are closed on 31st December every year. Prepare the Machinery Account for the years 2010 to 2013.	6M	CO3	L3
(b)	On 1st April 2011, Mr. Suresh purchased a machine for ₹60,000 and incurred ₹6,000 towards installation charges. Depreciation is to be provided at 10% per annum on the Written Down Value Method. The machine was sold on 31st December 2013 for ₹38,000. The books of accounts are closed on 31st December every year. Prepare the Machinery Account for three years.	6M	CO3	L3
(OR)				
6(a)	Define the term depreciation and state the factors causing depreciation.	6M	CO3	L2
(b)	Discuss the merits and demerits of various methods of calculating depreciation.	6M	CO3	L2

24MB03-FINANCIAL ACCOUNTING AND ANALYSIS

7(a)	Define Funds Flow Statement and explain the procedure for preparing it.	6M	CO4	L1																																										
(b)	Discuss the importance of the Funds Flow Statement in financial analysis.	6M	CO4	L2																																										
(OR)																																														
8.	<p>From the following balance sheet of William & co Ltd. You are required to prepare</p> <p>(i) Schedule of changes in working capital</p> <p>(ii) Funds flow statement (statement of sources and application of funds)</p> <table border="1"> <thead> <tr> <th>Liabilities</th> <th>2015</th> <th>2016</th> <th>Assets</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td>90,000</td> <td>100,000</td> <td>Cash in hand</td> <td>5,000</td> <td>8000</td> </tr> <tr> <td>P & L A/C</td> <td>12,000</td> <td>20,000</td> <td>Sundry debtors</td> <td>18,000</td> <td>22,000</td> </tr> <tr> <td>Creditors</td> <td>10,000</td> <td>6,000</td> <td>Stock</td> <td>12,000</td> <td>10000</td> </tr> <tr> <td>Long term loans</td> <td>8000</td> <td>12,000</td> <td>Machinery</td> <td>30,000</td> <td>40,000</td> </tr> <tr> <td></td> <td></td> <td></td> <td>Buildings</td> <td>55,000</td> <td>58,000</td> </tr> <tr> <td></td> <td>1,20,000</td> <td>1,38,000</td> <td></td> <td>1,20,000</td> <td>1,38,000</td> </tr> </tbody> </table>	Liabilities	2015	2016	Assets	2015	2016	Capital	90,000	100,000	Cash in hand	5,000	8000	P & L A/C	12,000	20,000	Sundry debtors	18,000	22,000	Creditors	10,000	6,000	Stock	12,000	10000	Long term loans	8000	12,000	Machinery	30,000	40,000				Buildings	55,000	58,000		1,20,000	1,38,000		1,20,000	1,38,000	12M	CO4	L4
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9(a)	Calculate ROI Ratio from the following information:1000 equity shares @ of Rs.10 each-₹10,000. 2000 preference share @ of Rs.10 each-₹20,000. Reserves ₹ 5,000. Net profit before interest and tax-₹10,000. Interest ₹ 2,000. Taxes ₹ 3,000	6M	CO5	L4																																										
(b)	Find out the Operating Ratio from the following Cost of goods sold-₹4,00, 000.Office and administration expenses are ₹30,000. Selling and distribution expenses are ₹20,000. Total sales are ₹6,00, 000.Sales returns amount to ₹20,000.	6M	CO5	L3																																										
(OR)																																														
10(a)	Explain solvency ratios and their importance in accounting.	6M	CO5	L2																																										
(b)	Apply ratio analysis to identify its advantages and limitations in decision-making.	6M	CO5	L2																																										
11.	<p>Case study (Compulsory question)</p> <p>From the information of Sri Ramayya & sons prepare Trading, Profit & Loss A/C for the year ended 31/12/16.</p> <table border="1"> <thead> <tr> <th>Particulars</th> <th>Amount</th> <th>Particulars</th> <th>Amount</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td>50,000</td> <td>Freight and carriage</td> <td>2000</td> </tr> <tr> <td>Drawings</td> <td>5,000</td> <td>Trade expenses</td> <td>200</td> </tr> <tr> <td>Purchases and sales</td> <td>8,900</td> <td>Advertisements</td> <td>240</td> </tr> <tr> <td>Opening stock</td> <td>15,000</td> <td>Closing stock</td> <td>1500</td> </tr> <tr> <td>Sales returns</td> <td>1200</td> <td>Interest received</td> <td>350</td> </tr> <tr> <td>Purchases returns</td> <td>450</td> <td>Taxes and insurance</td> <td>130</td> </tr> <tr> <td>Wages</td> <td>280</td> <td>Salaries</td> <td>800</td> </tr> <tr> <td></td> <td>800</td> <td>Cash</td> <td>45910</td> </tr> </tbody> </table>	Particulars	Amount	Particulars	Amount	Capital	50,000	Freight and carriage	2000	Drawings	5,000	Trade expenses	200	Purchases and sales	8,900	Advertisements	240	Opening stock	15,000	Closing stock	1500	Sales returns	1200	Interest received	350	Purchases returns	450	Taxes and insurance	130	Wages	280	Salaries	800		800	Cash	45910	10M	CO2	L4						
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11 FEB 2026

H.T.No

R24

LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

L.B.Reddy Nagar :: Mylavaram - 521 230 :: NTR Dist. :: A.P.

MBA. (I Semester) Regular Examinations

24MB04-QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL																																				
1(a)	Distinguish between quantitative analysis and qualitative analysis.	6M	CO1	L2																																				
(b)	Write the role of qualitative analysis in Decision making.	6M	CO1	L2																																				
(OR)																																								
2(a)	Discuss the types of decision making environments under risk.	6M	CO1	L2																																				
(b)	Explain the Decision Tree Analysis with examples.	6M	CO1	L2																																				
3.	Write about the formulation of linear programming model.	12M	CO2	L2																																				
(OR)																																								
4.	Solve the following by Simplex method: <i>Maximize</i> $z = 5x_1 + 10x_2$ subject to, $x_1 + x_2 \leq 2$; $x_1 + x_2 \geq 3$; $x_1 \geq 0$, $x_2 \geq 0$.	12M	CO2	L3																																				
5.	Find the initial basic feasible solution of the following transportation problem by using Least Cost Entry Method <table border="1" style="margin-left: 20px;"> <thead> <tr> <th></th> <th colspan="4">Ware House</th> <th></th> </tr> <tr> <th>Factory</th> <th>W1</th> <th>W2</th> <th>W3</th> <th>W4</th> <th>Supply</th> </tr> </thead> <tbody> <tr> <td>F1</td> <td>3</td> <td>1</td> <td>7</td> <td>4</td> <td>300</td> </tr> <tr> <td>F2</td> <td>2</td> <td>6</td> <td>5</td> <td>9</td> <td>400</td> </tr> <tr> <td>F3</td> <td>8</td> <td>3</td> <td>3</td> <td>2</td> <td>500</td> </tr> <tr> <td>Demand</td> <td>250</td> <td>350</td> <td>400</td> <td>200</td> <td></td> </tr> </tbody> </table>		Ware House					Factory	W1	W2	W3	W4	Supply	F1	3	1	7	4	300	F2	2	6	5	9	400	F3	8	3	3	2	500	Demand	250	350	400	200		12M	CO3	L3
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6.	Solve the following assignment problem in order to minimize the total cost. <table border="1" style="margin-left: 20px;"> <thead> <tr> <th></th> <th>I</th> <th>II</th> <th>III</th> <th>IV</th> <th>V</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>11</td> <td>17</td> <td>8</td> <td>16</td> <td>20</td> </tr> <tr> <td>2</td> <td>9</td> <td>7</td> <td>12</td> <td>6</td> <td>15</td> </tr> <tr> <td>3</td> <td>13</td> <td>16</td> <td>15</td> <td>12</td> <td>16</td> </tr> <tr> <td>4</td> <td>21</td> <td>24</td> <td>17</td> <td>28</td> <td>26</td> </tr> <tr> <td>5</td> <td>14</td> <td>10</td> <td>12</td> <td>11</td> <td>15</td> </tr> </tbody> </table>		I	II	III	IV	V	1	11	17	8	16	20	2	9	7	12	6	15	3	13	16	15	12	16	4	21	24	17	28	26	5	14	10	12	11	15	12M	CO3	L3
	I	II	III	IV	V																																			
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5	14	10	12	11	15																																			
7(a)	A sample of heights of 6400 soldiers has a mean height of 67.25 inches and with a standard deviation of 2.56 inches. While a simple sample of heights of 1600 sailors has a mean of 68.55 inches and a standard deviation of 2.52 inches. Does the data indicate that the sailors are taller than the soldiers at 5% level of significance?	6M	CO4	L4																																				
(b)	Ten individuals are chosen from a normal population and their heights in inches are : 63,63,66,67,68,69,70,70,71 and 71. Test whether the sample comes from a normal population whose mean height is 66 inches or not at 5% level of significance?	6M	CO4	L4																																				

(OR)

23MB04-QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

8(a)	<p>In a sample of 600 men from a certain city, 450 men are found to be smokers. In a sample of 900 from another city 450 are found to be smokers. Do the data indicate that the two cities are significantly different with respect to prevalence of smoking habit among men? Comment at 1% level of significance.</p>	6M	C04	L4																		
(b)	<p>Two independent random samples of 8 and 7 items respectively have the following values</p> <p style="margin-left: 40px;">Sample 1: 9 11 13 11 15 9 12 14</p> <p style="margin-left: 40px;">Sample 2: 10 12 10 14 9 8 10</p> <p>Test whether the difference between the variances is significant at 1% level of significance?</p>	6M	C04	L3																		
9(a)	<p>Find the correlation coefficient to the given data:</p> <table border="1" style="margin-left: 20px; border-collapse: collapse;"> <tr> <td>X</td><td>65</td><td>66</td><td>67</td><td>67</td><td>68</td><td>69</td><td>70</td><td>72</td> </tr> <tr> <td>Y</td><td>67</td><td>68</td><td>65</td><td>68</td><td>72</td><td>72</td><td>69</td><td>71</td> </tr> </table>	X	65	66	67	67	68	69	70	72	Y	67	68	65	68	72	72	69	71	6M	C05	L3
X	65	66	67	67	68	69	70	72														
Y	67	68	65	68	72	72	69	71														
(b)	<p>Obtain the rank correlation coefficient to the data.</p> <table border="1" style="margin-left: 20px; border-collapse: collapse;"> <tr> <td>X</td><td>81</td><td>78</td><td>73</td><td>73</td><td>69</td><td>68</td><td>62</td><td>58</td> </tr> <tr> <td>Y</td><td>10</td><td>12</td><td>18</td><td>18</td><td>18</td><td>22</td><td>20</td><td>24</td> </tr> </table>	X	81	78	73	73	69	68	62	58	Y	10	12	18	18	18	22	20	24	6M	C05	L3
X	81	78	73	73	69	68	62	58														
Y	10	12	18	18	18	22	20	24														
(OR)																						
10(a)	<p>For certain X and Y series which are correlated, the two regression lines are given by : $8x - 10y + 66 = 0$, $40x - 18y - 214 = 0$. Find (i) mean values of x and y (ii) correlation coefficient.</p>	6M	C05	L2																		
(b)	<p>Explain Queuing structure and basic components of a Queuing model.</p>	6M	C05	L2																		
11.	<p>Case Study (Compulsory Question) Find the Regression lines from the following data.</p> <table border="1" style="margin-left: 20px; border-collapse: collapse;"> <tr> <td>X</td><td>9</td><td>7</td><td>5</td><td>10</td><td>4</td><td>5</td><td>3</td><td>2</td> </tr> <tr> <td>Y</td><td>45</td><td>42</td><td>41</td><td>60</td><td>30</td><td>34</td><td>25</td><td>20</td> </tr> </table> <p>Using these Regression lines (i) estimate the value of X when Y=48. (ii) estimate the value of Y when X=12.</p>	X	9	7	5	10	4	5	3	2	Y	45	42	41	60	30	34	25	20	10M	C05	L5
X	9	7	5	10	4	5	3	2														
Y	45	42	41	60	30	34	25	20														

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MBA. (I Semester) Regular Examinations

24MB05-LEGAL & BUSINESS ENVIRONMENT

13/2/26

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Demonstrate the Role of NITI Aayog on Social Development goals.	6M	CO1	L2
(b)	Examine the factors of External environment.	6M	CO1	L2
(OR)				
2(a)	Illustrate the Process of Environmental Scanning.	6M	CO1	L2
(b)	Outline the importance of international business environment.	6M	CO1	L2
3.	Illustrate the Factors that affecting Economic Development.	12M	CO2	L3
(OR)				
4(a)	Define globalization and explain the advantages & disadvantages of globalization.	6M	CO2	L2
(b)	Identify the objectives of fiscal policy.	6M	CO2	L3
5(a)	Define contract. Compare between an agreement and a contract.	6M	CO3	L2
(b)	Outline various classification of contracts with examples.	6M	CO3	L2
(OR)				
6(a)	Describe different types of Negotiable Instruments.	6M	CO3	L2
(b)	Interpret the increasing importance of intellectual property rights.	6M	CO3	L2
7(a)	Define Partnership. Describe the ways of dissolution of partnership.	6M	CO4	L2
(b)	Explain the features of the Information Technology Act.	6M	CO4	L2
(OR)				
8(a)	Determine the privileges enjoyed by a Private Company.	6M	CO4	L3
(b)	Compare Memorandum of Association with Articles of Association.	6M	CO4	L2
9(a)	Identify the differences between Sale and Agreement to Sell.	6M	CO5	L3
(b)	Outline Implied Conditions & Warranties in sale of goods act.	6M	CO5	L2
(OR)				
10(a)	Explain the salient Features of the Competition Act.	6M	CO5	L2
(b)	Summarize the powers of the Central government to protect and improve the Environment.	6M	CO5	L2
11.	<p>Case study (Compulsory) Hyderabad Metro (PPP in Infrastructure): The Hyderabad Metro Rail project is one of the largest metro projects in the world built using a Public-Private Partnership (PPP) model. Planned in 2006, the project faced multiple obstacles including land acquisition issues, political changes, financial constraints, and public protests regarding heritage sites. Despite these challenges, the project managed to move forward, and today it is recognized globally as a successful PPP example – even showcased by Harvard University. The private partner took on operational and construction risks, while the government provided regulatory support and land, ensuring balanced risk-sharing. The Metro has brought clear benefits: faster travel within Hyderabad, reduced road congestion, better connectivity to workplaces, and a boost to real estate and local businesses near metro corridors. The project also shows how large-scale infrastructure requires patient capital and long-term vision, as the benefits are seen over decades rather than months. However, PPPs also highlight risks such as cost overruns, dependence on government approvals, and the need to manage diverse stakeholders including the public, political groups, and heritage bodies. <i>Lesson:</i> The Hyderabad Metro proves that PPPs can deliver world-class infrastructure when contracts are clear, risks are allocated wisely, and both public and private players remain committed over the long term.</p> <p>(i) What makes Public-Private Partnerships (PPPs) attractive for large infrastructure projects?</p> <p>(ii) How should risks (financial, political, operational) be shared between government and private companies in PPPs?</p>	10M	CO3	L4

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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

MBA (I Semester) Regular Examinations

240E81-BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

Q.No	Questions	Marks	CO	BL
1(a)	Describe the body language. Give two examples of how it conveys meaning without words.	6M	CO1	L2
(b)	Identify four communication barriers & explain how they lead to misunderstanding.	6M	CO1	L2
(OR)				
2.	Analyze the Differences between intrapersonal & interpersonal communication.	12 M	CO1	L4
(OR)				
3(a)	Describe any five types of listening with examples.	6M	CO2	L2
(b)	Interpret how you would use skimming v/s scanning when looking at a text.	6M	CO2	L3
(OR)				
4(a)	Outline the five stages of listening process.	6M	CO2	L4
(b)	Describe how strong reading comprehension contributes to a student's ability to think critically.	6M	CO2	L2
(OR)				
5(a)	Illustrate the top three qualities of a leader and explain why they are essential for team success.	6M	CO3	L3
(b)	Discuss the types of empathy with suitable examples.	6M	CO3	L2
(OR)				
6(a)	Illustrate the importance of Team work in work place and leadership.	6M	CO3	L3
(b)	Explain the process of decision making.	6M	CO3	L2
(OR)				
7(a)	Discuss the role of visual aids and body language in making a marketing presentation.	6M	CO4	L2
(b)	Describe the process of preparing for an interview.	6M	CO4	L2
(OR)				
8(a)	Discuss the main purposes for conducting Group discussions.	6M	CO4	L2
(b)	Summarize the types of seminars with examples.	6M	CO4	L2
(OR)				
9(a)	Describe the key principles of effective business writing and explain why they are necessary.	6M	CO5	L3
(b)	Explain the main types of business correspondence.	6M	CO5	L2
(OR)				
10(a)	Discuss the Significance of effective e-mail writing.	6M	CO5	L2
(b)	Classify the different types of business letters.	6M	CO5	L2

240E81-BUSINESS COMMUNICATION AND PERSONALITY DEVELOPMENT

11.	<p>Case study (Compulsory question) <i>Read the case given below carefully and answer questions that follow.</i></p> <p>Greencore Manufacturing, a company producing eco-friendly packaging materials, received a major contract from a multinational retail chain. To complete the order within four months, the company formed a cross-functional team including members from production, procurement, finance, quality control, and marketing.</p> <p>Although the team members were technically competent, they lacked effective collaboration. Departments worked in isolation and focused only on their individual responsibilities. Communication between departments was limited, leading to misunderstandings and delays. Production blamed procurement for raw material shortages, while procurement cited delays in financial approvals.</p> <p>The project head, Mr. Suresh, followed an authoritarian leadership style. He made decisions independently without consulting team members. As a result, employees hesitated to share ideas or raise concerns. A cost-reduction decision taken without proper discussion affected product quality, which led to client dissatisfaction during an interim review.</p> <p>Conflicts increased, morale declined, and team meetings became tense. Midway through the project, the client expressed concerns about product consistency and warned of possible contract cancellation.</p> <p>Recognizing the urgency, senior management advised Mr. Suresh to adopt a more participative leadership approach. Regular coordination meetings were introduced, responsibilities were clearly defined, and open communication was encouraged. Over time, teamwork improved, conflicts were resolved more professionally, and collective decision-making enhanced performance. The project was completed slightly behind schedule but met quality standards, and the client retained the contract.</p> <p>Questions.</p> <p>(i) Identify the major soft skill gaps observed in the initial stages of the project.</p> <p>(ii) Critically evaluate the leadership style of Mr. Suresh and its impact on team performance.</p> <p>(iii) How did communication barriers contribute to conflict and poor decision-making?</p> <p>(iv) Discuss the role of participative leadership in improving teamwork and morale.</p> <p>(v) Suggest practical measures to enhance soft skills in cross-functional teams.</p>	10M	CO4	L4
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LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

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

MBA (I Semester) Regular Examinations

24MB06-ENTREPRENEURSHIP DEVELOPMENT

Time : 3 hours

Max. Marks : 70

Answer one question from each unit

All questions carry equal marks

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Q.No	Questions	Marks	CO	BL
1(a)	Describe various external environmental factors affecting entrepreneurs.	6M	CO1	L2
(b)	Examine the economic and psychological theories explaining entrepreneurial behavior.	6M	CO1	L3
(OR)				
2(a)	Discuss the challenges faced by entrepreneurs in developing economies.	6M	CO1	L2
(b)	Critically assess the impact of entrepreneurial values on business success.	6M	CO1	L3
(OR)				
3(a)	Analyze the key problems faced by start-ups during the incubation phase.	6M	CO2	L4
(b)	Discuss technological uncertainty in business, citing appropriate examples.	6M	CO2	L2
(OR)				
4(a)	Explore the methods used to manage uncertainty in entrepreneurship.	6M	CO2	L3
(b)	Propose suitable solutions to resolve managerial problems in organizations.	6M	CO2	L4
(OR)				
5(a)	Analyze advantages and disadvantages of family entrepreneurship.	6M	CO3	L4
(b)	Outline the procedure and key stages of bank syndication.	6M	CO3	L2
(OR)				
6(a)	Illustrate the role of professionalization in achieving business success.	6M	CO3	L3
(b)	Discuss the corrective measures for sick industries and the steps to prevent industrial sickness.	6M	CO3	L2
(OR)				
7(a)	Describe the nature and characteristics of industrial projects and service sector projects.	6M	CO4	L2
(b)	Give the meaning of project life cycle and list the various stages involved.	6M	CO4	L1
(OR)				
8(a)	Elaborate the role of evaluation and termination phase in a project.	6M	CO4	L2
(b)	Explain the importance of a project family tree in entrepreneurship development.	6M	CO4	L2
(OR)				
9(a)	Elucidate steps in selection of location and size of enterprise.	6M	CO5	L2
(b)	Define market assessment and explain the elements of market assessment.	6M	CO5	L2
(OR)				
10(a)	Describe the procedure for preparing a project report	6M	CO5	L2
(b)	State the meaning of "choice of enterprise" and assess the factors affecting choice of enterprise.	6M	CO5	L2
11.	<p>Case study (Compulsory question) Project Life Cycle</p> <p>XYZ Solutions, a software company, decided to develop a mobile app for online food ordering. The objective was to launch the app within 6 months with a limited budget.</p> <p>At the initiation stage, management identified market demand and approved the project. A project manager was appointed.</p> <p>During the planning stage, the team prepared a project plan covering time schedule, cost estimation, manpower requirements, and risk analysis such as technical issues and delays.</p> <p>In the execution stage, developers designed the app interface, wrote code, and integrated payment features.</p> <p>The monitoring and controlling stage involved regular progress reviews, bug testing, cost control, and corrective actions to meet deadlines.</p> <p>Finally, in the closure stage, the app was tested, officially launched, documentation was completed, and user feedback was collected.</p> <p>Discussion Questions:</p> <p>(i) Identify the stages of the project life cycle mentioned in the case.</p> <p>(ii) What activities were carried out during the planning stage?</p> <p>(iii) Why is the closure stage important in a project?</p>	10M	CO4	L4
