MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   **Semester: II**

Sub Code and Name: 21MBA421 Application of Operations Research in Business

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand Operational Research (OR) approach to decision making.
CO2	Formulate and solve mathematical model (linear programming problem) for a physical situation like production, distribution of goods and economics, Transportation and assignment models
CO3	Demonstrate the best strategy using decision making methods under uncertainty using game theory.
CO4	Understand the characteristics of different types of decision-making environments and the appropriate decision-making approaches and tools.
CO5	Apply CPM and PERT techniques, to plan, schedule, and control project activities.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	Solve the Transportation problem using VAM	**L3**	**5**	**2**
2	Determine the Dual of the problem Min Z= $5x_1+2x_2+x_3$ Subject to, $\quad 2x_1+3x_2+X_3 \geq 20$ $\quad 6x_1+8x_2+5x_3 \geq 30$ $\quad 7x_1+x_2+3x_3 \geq 40$ $\quad x_1+2x_2+4x_3 \geq 50$ $\quad x_1, x_2, x_3 \geq 0$	**L3**	**5**	**1**
3	The cost of equipment is Rs. 62,000 and its scrap value is Rs. 2,000. The running costs for each year are as given below: ... When the equipment should be replaced?	**L3**	**5**	**3**

Question 1 table:

	D1	D2	D3	D4	Supply
S1	21	16	25	13	11
S2	17	18	14	23	13
S3	32	27	18	41	19
Demand	6	10	12	15	

Question 3 table:

YEAR	1	2	3	4	5	6	7	8
Running cost	1000	2000	3500	5000	8000	11000	16000	24000

4	Dakota Furniture makes desks, tables, and chairs. Each product needs the limited resources of lumber, carpentry and finishing as described in the table. At most 5 tables can be sold per week. Formulate an LPP to maximize weekly revenue.	L3	5	1

Resource	Desk	Table	Chair	Max. Avbty
Lumber (Board Ft.)	8	6	1	48
Finishing Hours	4	2	1.5	20
Carpentry Hours	2	1.5	0.5	8
Max Demand	Unlimited	5	Unlimited	
Price(Rs.)	60	30	20	

5	Write a note on i) No passing rule ii) Degeneracy iii) Feasible solution	L1	5	

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Section – B
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)

</div>

6	What is Operations Research? Explain briefly the different models in OR.	L1	10	1

7	Solve the following Travelling Salesman problem:	L3	10	2

	A	B	C	D
A	-	4	9	5
B	6	-	4	8
C	9	4	-	9
D	5	8	9	-

8	There are Five jobs, each of which must go through two machines 1 and 2 in the order 1,2. The processing times (in hours) are given below:	L3	10	3

Jobs	Machine 1	Machine 2
J1	9	7
J2	5	4
J3	10	9
J4	1	5
J5	3	2

Find the optimal sequencing. Determine Elapsed time and Idle times for machine 1 and 2.

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Section – C
Case Study – Compulsory (1 x15=15)

</div>

9	Mr. Patel holds two part-time jobs, Job I and Job II. He does not want to work more than a total of 12 hours a week. For every hour he works at Job I, he needs 2 hours of preparation time, and for every hour he works at Job II, he needs one hour of preparation time, and he cannot spend more than 16 hours for preparation. If he makes Rs.40 an hour at Job I, and Rs.30 an hour at Job II, how many hours should he work per week at each job to maximize his income? Formulate and solve the LPP using Simplex Method.	L3	15	1

MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   Semester: II

Sub Code and Name: 21MBA121 - DIGITAL MARKETING

Max. Marks: 50   Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	To understand the digital marketing practices.
CO2	To be able to understand various social media marketing tools.
CO3	To develop an understanding of Search Engine Optimization.
CO4	To provide insights to digital marketing analytics.
CO5	To develop understanding about digital innovation and trends
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Instruction to Candidates:

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	Write a note on Digital Marketing-Concept and Benefits	L2	5	CO1
2	The usage of Digital marketing tools is inevitable in today's world - Do you agree? Compare Traditional marketing with Digital marketing.	L3	5	CO1
3	How has Digital Marketing affected the consumers decision making process?	L4	5	CO2
4	Explain the P.O.E.M framework in context to Digital marketing	L1	5	CO3
5	What are the inherent benefits of SEO for small Businesses?	L3	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	92% of the marketers say that social media is important to their business. In this context, explain how social media presence can benefit an organisation. How can organisations optimise their social media strategy?	L4	10	CO2
7	The major part of off page optimization includes building backlinks. In this context explain what is backlink and what are the ways to build backlinks?	L4	10	CO3
8	Market leaders usually target short tail keywords, while, new entrants start with long tail keywords. In this context, elucidate on the main differences between Long tail and Short Tail Keywords with suitable examples	L1	10	CO5
Section – C				
Case Study – Compulsory (1 x15=15)				
9	Maggi India faced the worst crisis in May 2015 when the Food Safety and Standards Authority of India (FSSAI) labelled it as unfit for consumption because of excessive lead content found in the product. With the product off the shelves and no clear view about the future, it was important for the brand to send right messages to its customers. The brand trust scores were down from 98% to 2%. Immediately after the news broke about the ban, amidst all the negativity and chaos, Maggi found that most of its loyal customers-the youth-still loved the product and expressed their love for Maggi on social media. Maggi India considered it important to regain the love and trust of its customers during the period of crisis. So the entire campaign was designed for establishing		15	

an emotional connect with the customers. Only after coming out of the crisis situation, Maggi India concentrated on regaining market share.

The strategy was formulated on four different Phases:
Phase 1: Connecting with product loyalists.
A digital campaign that played out stories of Indian youth missing Maggi was launched and Maggi reciprocated their feelings by saying #WEMISSYOUTOO
Phase 2: Nestle standing up for Maggi
In this phase, the 100-year relationship the parent brand Nestle had with India was invoked. This spurred people repose trust in the parent brand, which carried forward to Maggi
Phase 3: Connecting with Worried Moms
Once the court verdict declared Maggi safe for consumption, the company launched a multilingual campaign targeted at mothers who felt guilty about giving Maggi to their kids. Maggi ran ads with messages of trust and relief about Maggi from one mother to another
Phase 4: Perfect landing
After 7 months, when Maggi was back on shelves, the campaign # Welcome Back MAGGI was launched. The campaign involved celebratory stories of people welcoming back Maggi into their lives

a.	What Lessons can you draw from this case study?	L5		CO5
b.	Do you think Maggi faced a dilemma between harnessing affinity for the brand on one hand and fighting a logical battle about excessive lead on the other?	L5		CO5
c.	What are the secrets to Social Media Success?	L3		CO1

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MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   **Semester: II**

Sub Code and Name: 21MBA321 FINANCIAL MANAGEMENT
Max. Marks: 50   **Duration: 1.30 Hours**

	Course Outcomes (COs)
CO1	Apply the time value concepts for basic financial decision making.
CO2	Calculate the cost of capital for a business or a project.
CO3	Evaluate projects using capital budgeting techniques.
CO4	Analyse the impact of different kinds of dividends on shareholder wealth and the optimum capital structure for a business.
CO5	Evaluate working capital effectiveness of a firm
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
**Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)**			
1	What are the doubling periods under rule 72 and rule 69 if the rate of interest is 6%, 10%, 15%, and 18%?	3	5	CO1
2	Elaborate three decisions in finance with suitable examples	2	5	CO1
3	Differentiate Profit Maximization and Wealth Maximisation objective of Financial Management	2	5	CO1
4	Briefly Explain the traditional techniques to evaluate Capital Budgeting	2	5	CO3
5	Describe Capital Asset Pricing Model	2	5	CO2
	Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)			
6	Calculate the following: i) if you deposit Rs 10000 today at 10% rate of interest, in how many years will this amount double? ii) Compute the future value of an initial Rs. 1000 compounded annually for 10 years at 10% and iii) An investor has two options to choose from: Rs 6000/- after 1 years, and Rs 9000/- after 4 years Assuming the discount rate is 20%, which alternative sound would he opt for?	4	2+ 3+ 5 = 10	CO1
7	XYZ Ltd. has the following book value capital structure: Rs. (Crores) Equity Capital (shares of Rs. 10 each) 15 12% preference capital (shares of Rs. 100 each) 1 Retained Earnings 20 11.5% Debentures (Rs. 100 each) 10 11% Term loans 12.5 The next expected dividend on equity shares is Rs 3.60 per share; the dividend per share is expected to grow at the rate of 7%. The market price share is Rs 40. Preference shares redeemable after 10 years are currently selling at Rs 75 per share. Debentures redeemable after six years are selling at Rs 80 per debenture. The income tax of the company is 40%. Calculate WACC, using book value weights.	4	10	CO2

8	The expected cash flows of a project are as follows:							4	10	CO3

Year	0	1	2	3	4	5
Cash Flow	1,00,000	20000	30000	40000	50000	30000

The cost of capital is 12%. Calculate the following:
i) Net present value
ii) Benefit cost ratio
iii) Internal Rate of Return
iv) Payback period

Section – C
Case Study – Compulsory (1 x15=15)

9	A company has been producing a chemical product by using machine Z, for the last two years. Now the management of the company is thinking of replacing this machine either by X, or by Y machine. The following details are furnished to you.	3	15	CO3

	X	Y	Z
Book Value	100000	-	-
Resale Value Now			
Purchase Price		180000	200000
Annual fixed cost (including depreciation)	92000	108000	140000
Variable Cost per unit	3	1.5	2.5
Production per hour (units)	8	8	12
Sales Units	16000	16000	24000

You are provided with the following details:
Selling price per unit: Rs 20 Cost of material per unit: - Rs 10
Annual operating hours 2000 Working life of three machines= 5 years
Salvage value of machines Z: 10000, X - 15000; Z = 18000.
The company charges depreciation using a straight line method. Assume tax rate 50% and cost of capital 10%.
Using the NPV method, you are required to analyse the feasibility of the proposal and make recommendations.

MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   **Semester: II**

Sub Code and Name: 21MBA221- Macro Economics

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Analyze the functioning of the economy by understanding the macroeconomic concepts and models
CO2	Understand and appreciate the various concepts of National Income and the methods of computing National Income
CO3	Understand and appreciate the Keynesian approach and evaluate the macroeconomic policies to stabilize the economy by controlling inflation and unemployment
CO4	Understand and evaluate the impact of monetary policy on the economy
CO5	Analyze inter- relationships between various economic parameters and its implications for business
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	Cos
**Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)**			
1	Explain the circular flow of income in a two sector model with the help of a neat diagram	L2	5	CO1
2	What is meant by double counting? How does it affect the measure of GNP?	L3	5	CO2
3	Explain the steps involved in capital formation in the economy	L2	5	CO2
4	What is inflation? How does it impact the cost of living?	L3	5	CO3
5	In an economy, investment increases by Rs 200 crores. As a result, total income increases by Rs 1000 crores. Calculate MPC	L4	5	CO3
**Section – B**			
**Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)**			
6	What is consumption function? Explain Keynes' Psychological Law of Consumption	L2	10	CO3
7	Write short notes on: a) Demand Pull Inflation b) Cost Push Inflation	L2	10	CO3
8	Calculate National Income (NNP@FC) by income and expenditure methods from the following data:	L4	10	CO2

Particulars	Rs in crores
Govt final consumption expenditure	50
Operating Surplus	300
Opening Stock	20
Private final consumption expenditure	500
Gross fixed capital formation	90
Closing Stock	35
Net exports	(-)5
Net Indirect Taxes	60
Compensation of employees	220
Consumption of fixed capital	20
Mixed income	50
NFIA	20

		Section – C Case Study – Compulsory (1 x15=15)			
9	a)	The less developed countries have in general a higher marginal propensity to consume than the developed countries. This implies that a given investment will add more income to the total in Less Developed Countries than in the Developed Countries. But this is generally not the case. Why?	**L4**	**15**	**CO3**
	b)	We assume a change in the Aggregate Demand function due to a change in business investment. Besides, a change in investment may be in the form of either a decrease or an increase in the investment. However, for our purpose here, we assume an increase in investment and an upward shift in the Aggregate Demand function. Finally, it leads to investment. In view of this, elaborate investment multiplier with the help of a neat diagram.			

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MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   **Semester: II**

Sub Code and Name:21MBA621-HUMAN RESOURCE MANAGEMENT

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and apply various functions of HRM in an organization
CO2	Implement Human Resource Planning based on organizational needs and to design Job Description and Job Specification for various job profiles in an organization.
CO3	Execute Recruitment, Selection and Career planning functions effectively in an organization.
CO4	Implement Training and Development methods and Performance Appraisal Methods depending on the organizational context
CO5	To discuss contemporary trends in HRM and to apply those contemporary trends in an organization on need basis.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	Define HRM. What are the challenges before Human Resource Management in current times? Discuss.	L2	5	CO1
2	What sources of recruitment will you recommend for the appointment of the management personnel? Why?	L3	5	CO3
3	Write a note on Gig Economy	L1	5	CO1
4	Discuss the two products of Job Analysis .Why do you think HR manager will not be able to start his work without this.	L3	5	CO2
5	Define career planning. Discuss the role of employee and management in career planning.	L2	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Describe the managerial and operative functions of Human resource Management.	L2	10	CO1
7	Describe the steps in the Human Resource Planning process.	L1	10	CO2
8	Define Selection. Explain the various steps involved in selection of employees in an organization	L2	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				
9	Electronic industries Ltd, Faridabad is producing electronic bulbs, water coolers, air coolers and refrigerators. Recently it added a new line of production i.e., electric motors both for domestic and agricultural purposes. It needed one electric engineer with B.Tech qualification to look after the new plant producing electric motors. Presently five electric engineers with B.E qualification are working as assistant engineers in the existing plant. The company advertised for the post of chief engineer (electrical) for its new plant. It received twelve applications out of which five are assistant engineers working in the existing plant. The company	L4	15	CO3

	used techniques of preliminary interviews, tests, final interview and medical examination and finally selected Mr.Ambani, employed in the existing plant of the company. He is fourth in the seniority list of assistant engineers in the present plant. The company served the appointment order to Mr.Ambani and he joined as chief engineer in the new plant. But the three assistant engineers in the existing plant moved the issue to the court of law contesting that the selection of Mr.Ambani is not valid as he does not have seniority among the assistant engineers in the existing plant. **Questions:** (a) Comment on the managerial choice in favour of Mr.Ambani. (b) Is it necessary to promote only seniors to higher posts in an organization? Why? Why not?	**7** **8**	

MID TERM EXAMINATIONS – OCTOBER -2022

Batch: 2021-23   **Semester: II**

Sub Code and Name: 21MBA222-Entrepreneurship and Start Up Management

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Develop idea generation using creative and innovative skills
CO 2	Recognise different opportunities and learn for success and failure stories
CO 3	Apply the dynamics to design business plans by considering all dimensions of business.
CO4	Evaluate entrepreneurial process in case studies and find exceptions to the model of entrepreneurship.
CO5	Create a small enterprise or a start-up, with a small capital within a short period and experience the science and art of doing business.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analysing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Instruction to Student:

- Read the questions given below and write the answers by applying the concepts from the study material.
- Students cannot share the study material.

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	Dhirubhai Ambani, the late founder of Reliance Industries Ltd (RIL), has been primarily credited for the vision and objectives of the oil-to-textile-to-retail-to-telecom conglomerate of India. Dhirubhai Ambani is one of the Entrepreneur largely followed and admired by numerous business leaders and eminent personalities across the nation. Dhirubhai Ambani has been widely commended for many first accomplishments few of them are - unlocking the initial public offering (IPO) culture in India. Under his leadership, RIL became the first few companies which got listed on the Bombay Stock Exchange before the formation of India's benchmark equity indicator Sensex. Dhirubhai Ambani was honored with India's second-highest civilian honour Padma Vibhushan in 2016, for his 'exceptional and distinguished' service to trade and industry. Dhirubhai Ambani has inspired and motivated many budding entrepreneurs one of his message is in the statement - *Think big, think fast, think ahead. Ideas are no one's monopoly*. Discuss the role and contribution of Dhirubai Ambani as an entrepreneur towards his company and his contribution to the country.	**L4**	**5**	**CO1**
2	Select a business idea of your choice, evaluate and explain one of the Mullin's 7 domain frame work.	**L4**	**5**	**CO2**

3	Read the following business ideas described here and explain each of the idea on its extent of innovativeness :
	    a) Automated coconut de-husking machine
	    b) Gaming app for kids
	    c) IOT enabled wearable reading device for blind
	    d) Autonomous E-bike for college students.
	    e) Bio-degradable eco –friendly packing material as a substitute to all plastic packing material.
		L4	5	CO1

4	As part of the Business plan develop a marketing and promotion plan for any ONE of the following:
	    a. Wedding-Planner App
	    b. Food Delivery App
	    c. E-com platform for Exclusive Cosmetic products
		L4	5	CO3

5	Read the entrepreneur's journey map given below and describe all the characteristics of the given entrepreneurs: Flipkart co-founders **Sachin Bansal** and **Binny Bansal** were the poster boys of the Indian startup ecosystem. From their time at IIT Delhi to working with Amazon and launching their ecommerce business Flipkart first in India in 2007, their journey has been well documented. Ten years into the Flipkart journey, Sachin formally announced his exit from Flipkart in 2018 after the deal with Walmart, where Flipkart was valued at $21 Bn. All eyes were on Sachin's next endeavor. At the time, he said that he will be taking time-off to "work on pending projects, gaming, and brushing up his coding skills," in a statement. Sachin made a comeback as an entrepreneur in December 2018 with BAC Acquisitions, which he started with his batch mate from IIT Delhi, Ankit Agarwal. This was later renamed to Navi Technologies, marking Sachin's new stint at entrepreneurship. Navi's started with an Rs 3,500 crore IPO this venture will also be watched closely, as much for its performance in the tumultuous market and also for the successful entrepreneur leading it.	L3	5	CO1
Section – B **Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)**			
6	Explain with an example the type of entrepreneur and their characteristics of a technology entrepreneur and a first generation entrepreneur.	L2	10	CO1
7	Using the design thinking stages of ideation process write down the detailed business idea for the brief Information given below: Sports equipment's and indoor and outdoor sports facility service provider in Bangalore City.	L4	10	CO2
8	Prepare a feasibility report for a business idea – Manufacturing an E-bicycle. For the Indian market as an alternative to fuel driven automobiles.	L4	10	CO3

	Section – C Case Study – Compulsory (1 x15=15)			
9	**Dr Arvind Eye Care**	**L4**		**CO3**

Dr Arvind Eye Care

It's 1976 when Dr. Govindappa Venkataswamy (popularly known as "Dr. V.") asks himself a simple question: "how to eliminate needless blindness in India, regardless of patients' ability to pay for the treatments?". With this mission in mind, Aravind's first eye clinic was inaugurated in Madurai, Tamil Nadu. 44 years later, Arvind Eye Care System is comprised of multiple eye care hospitals, a research institute, an ophthalmic manufacturing unit, eye banks and training/consulting institutes. This conglomerate is considered one of the most efficient eye-care institutions around the world, with over 400,000 eye surgeries performed each year (most of them free of charge).

Problem in context

According to WHO, in 2010 around 285 million worldwide were visually impaired. India alone had the largest blind population, with over 15 million blindness cases: 75% were considered to be avoidable. Today, experts agree that numbers are still on the rise. Ever since its inception, Aravind's focused on tackling this specific problem: preventable blindness. By "preventable blindness" we mean eye diseases (such as cataract or trachoma) that can lead to actual blindness, even though straightforward 20-minute operations could quickly heal patients and fully restore their sight. Since Indian people affected by similar diseases were (and still are) often unable to bear treatment costs, Aravind had to figure out early on how to provide free-of-charge surgeries while remaining financially self-sustainable.

Aravind Business Model

Aravind business model is often addressed as the McDonald's of eye-care. This stands for reduced fixed costs through efficiency and economies of scale. As a matter of fact, Aravind's assembly-line approach and operational workflow are pretty much unique, especially in the healthcare sector. For instance, every operating room has two surgical tables. After the first procedure is over, the surgeon then turns on the other side and starts the new one. This constantly determines high turnover rates and lower costs per surgery. Regardless of its scale, Aravind still provides high quality treatments, with clinical outcomes above country average. Aravind hospitals attract high-paying patients too, who get fully charged for the surgeries. Thanks to this hybrid model, also known as "customer segment cross-subsidization" model, profits

generated by paying customers (40% of total patients) cover the costs of surgeries provided for free or at subsidized rates. The magic of Aravind business model is more than just financial!

Ever since its inception, Aravind has worked with more than 300 hospitals worldwide (from Latin America, Africa and Asia) and helped them replicate its model. According to Community Eye Health (2014), a successful replication mostly depends on: 1) reaching out people in need, both in urban and rural areas, regardless of their ability to pay; 2) using efficiently scarce resources and optimizing tasks and processes; 3) ensuring great user journeys and offering premium quality services and treatments; 4) creating hybrid revenue models without forgetting to fuel in donations.

In conclusion, we can say that quality eye care services, efficient workflows, hybrid revenue model and most importantly constant innovation are the key factors that made Aravind what it is today.

Questions:

1. What type of enterprise is Arvind Eye Care System? Who are primary service users of Arvind Eye Care System?

2.Explain the Social impact factor of the service provided by Arvind Eye care System

3. Develop the Business Model Canvas for Arvind Eye Care System in the Template provided. | | | |
| | | **5**

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7 | |

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MID TERM EXAMINATIONS – OCTOBER-2022

Batch: 2021-23   **Semester: II**
Sub Code and Name: 21MBA521-INTRODUCTION TO BUSINESS ANALYTICS
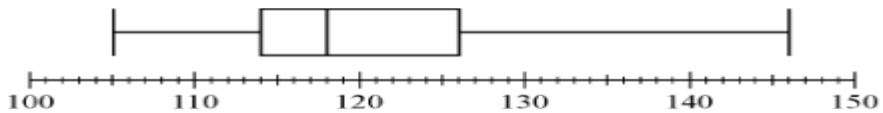**Max. Marks: 50**   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Develop idea generation using creative and innovative skills
CO2	Learners would be able to differentiate between models with robustness criteria
CO3	Learners would be able to determine the tool to be chosen for a practical business problem
CO4	Learners would be able to interpret the outcome for the same
CO5	Learners would be able to take a complete business decision.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analysing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	Define OLTP with an example? Explain the difference between Online Analytical Processing and (OLAP) and Online Transaction Processing (OLTP)	**3**	**5**	**CO1,2,3**
2	Interpret the following Descriptive Analytics output.	**2**	**5**	**CO1,2,3**
3	Define Pivot table? Interpret the following Correlation matrix and identify the degree of association between the given variables.	**2**	**5**	**CO1,2,3**

Poverty (people)

Mean	7434.167
Standard Error	468.412
Median	7575
Mode	8000
Standard Deviation	1622.627
Sample Variance	2632917
Kurtosis	-0.68485
Skewness	-0.12018
Range	5100
Minimum	4900
Maximum	10000
Sum	89210
Count	12
Confidence Level(95.0%)	1030.968

	Hours spent studying	Exam score	IQ score	Hours spent sleeping	School rating
Hours spent studying	1.00				
Exam score	0.82	1.00			
IQ score	0.08	0.33	1.00		
Hours spent sleeping	-0.22	-0.04	0.06	1.00	
School rating	0.36	0.23	0.02	0.12	1.00

4	Define Linear Regression. Interpret the following output. The problem statement talks about measuring the impact of GRE Score on Student Admission.	4	5	CO1,2,3

Define Linear Regression. Interpret the following output. The problem statement talks about measuring the impact of GRE Score on Student Admission.
  a. Evaluate the efficiency of the model based on R-square
  b. Formulate the hypothesis
  c. Evaluate the significance of independent variable on dependent variable

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.66
R Square	0.44
Adjusted R Square	0.44
Standard Error	0.37
Observations	400.00

ANOVA

	df	SS	MS	F	Significance F
Regression	1.0E+00	4.3E+01	4.3E+01	3.2E+02	2.2E-52
Residual	4.0E+02	5.4E+01	1.4E-01		
Total	399	96.9375			

	Coefficients	Standard Error	t Stat	P-value
Intercept	-8.460	0.510	-16.596	0.000
GREScore	0.029	0.002	17.760	0.000

5	Identify independent and dependent variables in the Remove Spals Hypothesis: **Smoking causes Lung Cancer**. Explain dependent and independent variable in this context with basic definition	3	5	CO1,2,3

Section – B
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)

6	Define Business Intelligence. Briefly explain BI Architecture (Frame work) and applications	1	10	CO1

7	Define box plot and solve the following question	3	10	CO4

Define box plot and solve the following question
The box plot below shows the distribution of marks scored in a test by pupils in a Geography class. The exam conducted is for 150 marks. There are 31 students in the class.
  (a) What is the range of marks scored by the students?
  (b) What is the interquartile range of marks scored by the students?
  (c) Julian got the 16th highest marks in the class. What was his score?
  (d) Alice scored 8th highest score in the examination. What was his score?

8	A Dataset has 3 variables:	4	10	CO4,5

A Dataset has 3 variables:

  1. **Commitment**: a factor set to either "Low" or "High", indicating whether the subject was in a committed relationship.
  2. **Attractiveness**: attractiveness of target prospective partner, either "Low" or "High"
  3. **Rating**: average of several ratings. Higher scores indicate more attraction to the prospective partner.

  Interpret the following ANOVA output

ANOVA

	Sum of Squares	df	Mean Square	F	p
Attractiveness	38.0	1	38.03	5.74	0.018
Commitment	87.4	1	87.42	13.19	< .001
Attractiveness ✳ Commitment	136.8	1	136.76	20.63	< .001
Residuals	1299.4	196	6.63		

9	Section – C Case Study – Compulsory (1 x15=15)	4	15	CO4,5

Define Time series? Write interpretation for the following output and predict the sales for next 3 months

Month	CrudeOil	Interest Rate	USDINR	Sensex	CPI	USDIndex	GoldPrice	Transformed Month
01-08-2020	3243.75	4.25	74.5738 2	38628.2 9	129.3	92.14	52917	236

Regression Statistics	
Multiple R	0.969037554
R Square	0.93903378
Adjusted R Square	0.938773241
Standard Error	2717.649124
Observations	236

ANOVA

	df	SS	MS	F	Significance F
Regression	1	26619174013	2.66E+1 0	3604.1 91075	3.85E-144
Residual	234	1728234322	738561 7		
Total	235	28347408334			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-119.2477681	354.9351575	- 0.33597	0.7371 94113	-818.5245615	- 580.029	- 818.5 25	580.029 0253
Transformed Month	155.8919915	2.596688781	60.0349 2	3.85E- 144	150.7761156	161.007 9	150.7 761	161.007 8673

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA131- APPLICATIONS OF DIGITAL MARKETING
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	To demonstrate their conceptual understanding on Digital Marketing
CO2	To Illustrate the use of E-Mail Marketing, SEO & SEM.
CO3	To be able to apply the Mobile Marketing tools.
CO4	To demonstrate the application of Social Media Marketing
CO5	To provide an understanding about the emerging trends in digital marketing
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
**Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)**			
1	Define "Brand Awareness". What are the benefits of brand building using online marketing?	L2	5	CO1
2	What is email tracking? What are the benefits of email tracking?	L2	5	CO2
3	What is the email open rate? How to calculate the email open rate? Explain with an example.	L2	5	CO2
4	What does location-based services (LBS) mean? What are some of the commonly used examples of location based services in India? Explain with example.	L2	5	CO3
5	What is a QR code? Discuss its benefits for Businesses.	L2	5	CO3
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	Define e-mail marketing. Analyze why email marketing is crucial for a small business content strategy.	L2	10	CO2
7	"wealthyfyme" is an online investment service which helps to build personal investment plans and manages for clients. As the brand is new in Indian market, suggest digital marketing strategies that boost brand awareness among its customers.	L3	10	CO1
8	Discuss in Detail Mobile Advertising Models.	L2	10	CO3
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding personification strategy. Literally the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers ad given them a wide variety of quirks and personalities.			

So far the videos have garnered cumulatively over 50000+ views on Youtube. A special hashtag called #The Indispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.

a. Analyze how an appliance brand enhance brand presence in an already cluttered social space.	L3	5	CO1
b. What advantages Godrej can enjoy if they are successful in Online Marketing?	L2	5	CO1
c. Godrej has approached you to prepare a suitable and multi-channel digital marketing plan to reach larger audience.	L5	5	CO1

Batch: 2021-23   Semester: III

Sub Code and Name: 21MBA132- SALES AND DISTRIBUTION MANAGEMENT

Max. Marks: 50   Duration: 1.30 Hours

	Course Outcomes (COs)
CO1	Understand and appreciate the importance of Sales & Distribution as integral part of marketing function in a business firm
CO2	Apply techniques and approaches required for effective decision making in the areas of Sales and Distribution.
CO3	Develop understanding of the various aspects encompassing sales management; logistics and distribution management.
CO4	Analyze the problems involved in distribution management and suggest measures to overcome these problems.
CO5	To develop skills critical for generating; evaluating and selecting sales and distribution strategies.
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Instruction to Candidates:

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	What do you mean by Sales Management? Discuss the elements and objectives of Sales management.	**L2**	**5**	**CO1**
2	What do you mean by sales quota? Explain the different types of quotas?	**L2**	**5**	**CO2**
3	If you have to do Sales forecasting for your organization, explain the various Qualitative methods methods, you will use to do sales forecasting?	**L3**	**5**	**CO1**
4	Discuss the various methods of remunerating sales people.	**L3**	**5**	**CO2**
5	What is a distribution channel? Explain the levels of Distribution channels	**L2**	**5**	**CO3**
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	Explain the process of personnel selling? Write a note on the skills a modern sales manager should possess to be successful in his job.	**L3**	**10**	**CO1**
7	Assume you are appointed as sales manager of one leading FMCG company and you are being asked to design the channel for distribution. Explain the various steps you will follow to design channel for FMCG products.	**L4**	**10**	**CO3**
8	Discuss the concept of sales organization. Explain the various types of sales organization structures available to managers to organise sales job.	**L2**	**10**	**CO2**
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	Teksons Co. (Pvt.) Ltd., a Hyderabad based company, manufacture and sells industrial fastening equipment and supplies through fifty representatives and distributors throughout Andhra Pradesh. The Company which is 15 years old has experienced its most dynamic growth in the past two years with the	L4	15	CO2

development of heavy duty equipment which could cross into many areas like the construction industry, packaging and crafting, furniture manufacture, mill work, mobile homes and many others. In and around Hyderabad area, the equipment was selling well to contractors and builders, but not to mills or furniture manufacturers. In other parts of Andhra Pradesh, 92% of the sales were confined to the packaging and furniture industries. The sales force was doing a good job. Their competence was unquestioned; their sales were up substantially each year. But when the company developed the heavy duty equipment that could expand their sphere of experience they balked. The problem was that the sales representatives had grown comfortable selling to only one or two of these industries. The problem facing Mr.P.N. Reddy, the sales manager, was how to shake long-time competent sales representatives out of their regular routine and get them out selling in new markets when new product development indicated a market expansion.

Questions

1. Suggest suitable guidelines which could cause sales force to expand their efforts into new categories of customers.
2. Outline the advantages and disadvantages of expanding the sales force at this time.

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA133- SERVICE & RETAIL MARKETING

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and appreciate the opportunities and challenges in Management of retail business and Services in the Indian context
CO2	Sharpen their problem solving skills and enhance their sales practice in Services and retail markets
CO3	Understand and appreciate the services domain from a marketing perspective.
CO4	Explore retailing as a business and have a comprehensive view of store management functions.
CO5	Learn the essential components of a service and retailing business
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Instruction to Candidates:

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)				
1	What are the four characteristics of services? Give an example of each characteristic how it impacts service marketing.	L2	5	CO1
2	Explain are the sources of expectation that influences customers?	L1	5	CO1
3	What are the important strategies for service recovery after a failure?	L2	5	CO2
4	Briefly explain the 3Ps that are unique to service marketing. Use the example of a diagnostic clinic to illustrate your answer.	L3	5	CO3
5	Explain the key functions of a retailer.	L2	5	CO4
Section – B				
Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)				
6	Explain the flower of service framework that illustrates the components of a service product with practical examples.	L3	10	CO1
7	What are important features that self-service technologies should contain? Use the example of a travel site like MakeMyTrip or RedBus to support your answer.	L3	10	CO2
8	What are the various categories in store-based retail formats classified on the basis of merchandise. Discuss in detail, providing appropriate examples from India.	L3	10	CO4
Section – C				
Case Study – Compulsory (1 x15=15)				
9	Shreyas, Smitha and Vandana are three college friends, recently finished their MBA and wanted to embark on an entrepreneurship journey. Vandana's uncle had a small space near in a commercial area, which had a dense group of offices as well as two educational institutions. This was an earlier restaurant, which had shut during Covid, but had nice furniture and other facilities needed. The trio wanted to start a small restaurant, which would provide breakfast, short-eats, lunch and tea-time snacks. They studied the restaurants in the area and decided			

	that they will provide North Karnataka cuisine with a modified twist that will appeal to the younger crowd. They also located a few homemakers who were willing to work with them and provide home-style dishes at a reasonable price. Now, that they had the service product, price and place worked out, they wanted to design the remaining aspects of their service marketing.
	
	Based on the available information and any assumptions required, answer the following questions:
	   a. What should be their approach for the other 4Ps of their service marketing plan?
	   b. Create a simple service blueprint which can be used to design the lunch time processes.
		L2
		
		L5
			8
			
			7
				CO4

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA231- BUSINESS GOVERNMENT AND SOCIETY
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and appreciate the Indian Constitution, composition of Indian Constitution.
CO2	Describe the legal aspects of business and regulations for organizations
CO3	Develop the basic conceptual understanding of disasters and its different contextual aspects, impacts and public health consequences
CO4	Evaluate sustainability and inclusion issues and solutions using a holistic approach
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	"The President of the Republic of India is the head of the Indian state and commander in chief of all the Indian Armed Forces". Explain the legislative Executive and appointing powers of the President of India	L2	5	CO1
2	Elucidate the composition and powers of Legislative Council and Legislative Assembly at the state level?	L4	5	CO1
3	"A contract that is not a valid contract will have many problems for the parties involved"- Enlighten the essential of a Valid Contract under Indian Contract Act?	L2	5	CO2
4	Differentiate between Articles of Association and Memorandum of Association as per the companies Act of 2013.	L4	5	CO2
5	Briefly Explain the functions of the Election Commission of India.	L2	5	CO1
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	"Indian constitution, one of the utmost admired constitutions in the world was enacted after 'ransacking' all the known constitutions of the world at that time". Elucidate any 5 Salient features of the Constitution of India	L2	10	CO1
7	"The Companies Act 2013 is the law covering incorporation, dissolution and the running of companies in India"- State the meaning and features of the Companies Act of 2013.	L4	10	CO2
8	"The TRIPS agreement has made way for the harmonization of Indian laws connected with IPR"- Explain in detail the essentials of Industrial property and Copyright	L2	10	CO2

9	**(i)Agreement, Not Contract: Balfour v. Balfour -***Can a promise between married parties result in a legally binding agreement?*

In this case, Mr. and Mrs. Balfour, who used to live together as a married couple in Sri Lanka, went for a vacation to England. During this time, Mrs. Balfour developed rheumatic arthritis. The doctor advised Mrs. Balfour to stay back in England as, according to him, Sri Lankan climate would worsen her health. Before Mr. Balfour returned to Sri Lanka, he promised to send £30 to her per month. During their stay away, the parties drifted apart and separated. It was held in this case that Mr. Balfour's promise to pay a monthly sum of £30 did not amount to a contract, as there was no intention to create a legal relationship on part of either of the parties.

(ii)Communication of Offer is Necessary: Lalman Shukla v. Gauri Dutt

The defendant's nephew went missing and the petitioner, who was a servant under the defendants, was sent out in his search to Hardwar. After sending the petitioner, the defendant carried out an offer to the general public offering Rs. 501 to whosoever finds the missing boy. The Plaintiff found the boy and helped return him back to his home. He had been paid the money he spent in going to search for the boy, i.e., his travel expenses. When he returned, he continued working for the defendants for about six months. After six months, he sued the defendants for paying him the prize money that was offered earlier. It was held that the petitioner was not entitled to the prize money, as he was only obliged by the duty he had as the defendant's servant to find the missing boy, and the reward was announced after he had already been sent.

(iii)Minor's Capacity to Contract: Mohori Bibee v. Damodar Ghose - Is a minor's agreement void *ab initio*?

The defendant, Darmodar Ghose, as a minor was the sole owner of his property. His mother was his legally appointed guardian. One Mr. Brahmo Dutt who was a moneylender, through his agent Kedar Nath, lent Damodar Ghose a sum of Rs 20,000 at 12% interest per year. The loan was taken by way of mortgaging the property. The same day this deal was made, Damodar Ghose's mother notified the appellant that Damodar was a minor, and anybody who would get into an agreement with him would do so at his own risk. Kedar Nath claimed that Damodar Ghose had lied about his age on the date of the execution of this deed, which turned out to be untrue. Therefore, Brahmo Dutt's appeal was dismissed and his request for the return of Rs 10,500 advanced towards him was also rejected. It was held that a minor's agreement is void *ab initio*.

Questions: Above are three important decision made as per the contract Act.

1. Explain the importance of agreement under: Balfour vs. Balfour	**L4** 05	**CO2**
2. How is it important to have proper communication under Lalman Shukla vs. Gauri Dutt	**L4** 05	**CO2**
3. Minor doesn't have capacity to contract under Mohori Bibee vs. Damodar Ghose- Discuss	**L4** 05	**CO2**

MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA232- VALUES, ETHICS AND SOCIAL RESPONSIBILITY IN BUSINESS

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and appreciate the importance of ethics in business
CO2	Demonstrate ethical practices for effective management
CO3	Evaluate the success of a Social responsibility initiative and its impact on organization.
CO4	Demonstrate the relevance of Corporate Governance in the context of present-day management
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	**Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)**			
1	Explain the dimensions in work ethos. With appropriate example.	L2	5	CO2
2	Indian ethos is relevant for managing business -Discuss	L3	5	CO2
3	Explain the code of ethics for the workplace.	L1	5	CO2
4	Discuss the salient features of Indian ethos.	L1	5	CO1
5	Read the caselet given below and explain the role of organizational culture in implementing ethics in the business. The name 'Tata' has always been synonymous with trust. The statement of purpose of the Tata group has focused on the customer, operational excellence, employee welfare, organizational leadership, and social responsibilities and citizenship. The group is the most respected company in the country for its value-based practices, ethical and dynamic practices, and competitive performance. The values and principles that had governed the company (and Tata group) were articulated for the first time in 1998. It was in this year that the company formally published its 'code of conduct.' This document was aimed to guide each employee on the values, ethics, and business principles expected of them. To implement the code of conduct, the company created a new position of 'ethics counsellor' at the senior management level and ethics coordinators. The ethics coordinators in consultation with the ethics counsellor organised a large number of awareness programmes every year. Such programmes were extended to the other stakeholders like suppliers and dealers of the company. employees took pride in their association with a company that believed in the code of conduct. This sense of pride enhances the commitment of employees which, in turn, influences the performance of the company.	L4	5	CO2
	**Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)**			
6	Difference between the Indian management approach and the Western management approach.	L4	10	CO1
7	Explain the ethical issues in Business today.	L3	10	CO2
8	Briefly explain the principles of Indian Management practices.	L2	10	CO1
	**Section – C** **Case Study – Compulsory (1 x15=15)**			
9	Long back in the village of Madhavpur, there used to be two friends, Dharmabuddhi and Pappabuddhi. Dharma-buddi was an honest man with a kind heart. But Pappabuddhi was dishonest and cunning. Pappabuddhi was very poor and wanted to get rich fast. "I have to find a way to earn money fast," thought. "I will go to the town and try my luck there."	L4	15	CO1

But then Pappabuddhi didn't know how to go about it. So he decided to take Dharmabuddhi along with him.

"My friend," he told Dharmabuddhi, "What is life without exploring new things? Let us go to the town and try to earn money. When we grow old will we have enough to spend on our children?

Then one fine day, they worshipped the sun god and set forth. With hard work and diligence they earned enough money. After a few years, they decided to return home with their large savings.

As they were nearing the village, Pappabuddhi had a wicked plan in his mind. He told Dharmabuddhi, "It won't be wise to take the entire amount home.

"If people come to know about it, it will surely be stolen. I have a better and safer idea. We can bury the money under this big banyan tree and put a mark on the trunk, to recognize it. Whenever the need arises, we can take it from here."

Dharmabuddhi agreed.

They did as they planned and headed for their home. Time passed by and they lived happily. However Pappabuddhi's mind was all the time occupied with the buried treasure. One night he went to the banyan tree alone and took away the entire treasure.

After a few days, both the friends set off for the woods to get some money. When they dug up they found the container empty.

"How could you do this?" Pappabuddhi blamed the innocent Dharmabuddhi, "I knew you had an eye on my money! You give my share or else, take you to the court."

Dharmabuddhi was shocked. "My friend, trust me! I have no clue where our money has gone. You can't accuse me like that."

Unable to settle their dispute, they went to court. The judge asked, 'Do either of you have any witnesses?'

"Yes sir!" replied Pappabuddhi promptly, "The forest god will serve as my witness."

Dharmabuddhi understood that Pappabuddhi had planned something wicked.

The next morning, Pappabuddhi along with Dharmabuddhi and the judges, went to the forest, Reaching the banyan tree, the judges asked, "Oh the god of the forest, you are the only witness who can solve this case. Reveal to us who the thief is so that we may punish him."

Pappabuddhi's father who was hiding in the trunk promptly replied, "Dharmabuddhi is the thief."

The judges were shocked. They decided to punish him. Dharmabuddhi was surprised at the Injustice done to him. He had his doubts and while judges were discussing among themselves, Dharmabuddhi set the banyan tree on fire.

Unable to bear the heat and smoke, Pappabuddhi's father jumped out of the trunk.

The judges were astonished to see him. "Who are you and what were you doing there?" the judges asked.

Pappabuddhi's father confessed his son's wicked plot and accepted his son's guilt. Pappabuddhi was given his punishment and the judges praised Dharmabuddhi.

(Source: Panchatantram from Vishnu Sharma)

Questions

1) What is the moral of this story
2) "Being unprepared is no excuse" justify the statement in above context
3) The two lessons from this story are
    i) Know what you want to say, before they are asked, and
    ii) Beware of public opinion: Interpret your answer in the case of Dharmabuddi and Papabuddi

What are the Management lessons will you learn from this story.

Batch: 2021-23   **Semester: III**
Sub Code and Name: 21MBA331- DIRECT TAX
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand corporate taxation system in India
CO2	Understand the basic concepts of Income tax and apply the same on real world situation
CO3	Understand and Computation of taxable Income under different heads
CO4	Understand and apply the deductions available while computing Income Tax
CO5	Evaluate Indian Company and Foreign company tax liability in Indian context
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	Mr Kohli, a citizen of India, has been an export manager of Arjun Overseas Limited, an Indian Company, since 1.5.2015. He has been regularly going to the USA for export promotion. He spent the following days in the USA. for the last five years: **The previous year ended** / **No. of days spent in the USA** 31.3.2019 / 317 days 31.3.2020 / 150 days 31.3.2021 / 271 days 31.3.2022 / 311 days 31.3.2023 / 294 days Determine his residential status for the assessment year 2023-2024 assuming that prior to 1.5.2018 he had never travelled abroad.	L3	5	CO1
2	Mr. Mohan purchased a Building for Rs. 5,00,000 in 2001-02. He constructed 1st floor during July 2008 incurred cost of Rs. 20,00,000. On 28/07/2022 he sold it of Rs. 32,00,000 and incurred cost of Rs. 2,00,000 for transfer. The Stamp Duty Value (SDV) at the time of transfer was Rs. 75,00,000. Calculate his Capital Gain for the AY 2023-24.	L3	5	CO2
3	Differentiate Revenue expenditure and capital expenditure	L2	5	CO2
4	Briefly explain deduction u/s 54, 54 B, 54 D, 54EC and 54F	L2	5	CO2
5	Elaborate the Tax Planning and Tax Evasion with suitable examples	L2	5	CO1
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	a. Mr. Mohan purchased a Residential House for Rs. 3,00,000 in 1984-85. He constructed 1st floor during July 1998-99 incurred cost of Rs. 2,00,000. The Fair Market Value as on 2001-02 was Rs. 12,00,000. On 28/07/2022 he sold it of Rs. 98,00,000 and incurred cost of Rs. 2,00,000 for transfer. He purchased new house within a year for Rs. 60,00,000. Calculate his Capital Gain for the AY 2023-24. (CCI- 2021-22 is 331, 2001-02 is 100) b. Mr. X purchases a house property for Rs. 76,000 on 10th May, 1984. He gets the first floor of the constructed in 1988-89 by spending Rs. 80,000. He dies on 12th	L3	10	CO1

	September, 2004. The property is transferred to Mrs. X by his will. Mrs. X spends Rs. 81,900 during 2005-06 for renewal / reconstruction of the property. Mrs. X sells the house property for Rs. 18,00,000 on 15th, March 2023 (brokerage paid by Mrs. X is Rs. 18,000). The fair market value of the house on 1st April 2001, is Rs 3,20,000. Find out the amount of capital gains chargeable to tax for the Assessment Year 2023-24. The cost inflation index for 2001-02 was 100, for 2005-06 it was 117 and for 2022-23 it was 331.			

7 | The following are the incomes of Shri Ram Prasad for the previous year 2022-23 | L3 | 10 | CO3

  a. Profit from business in Iran received in Pakistan of 5,00,000
  b. Income from house property in Iran received in India of 2,50,000
  c. Income from house property in Australia and deposited in a Bank there of equivalent of INR Rs. 1,80,000
  d. Profits of business established in England deposited in a bank there of 5,00,000 (out of Rs. 5,00,000 a sum of Rs.2,00,000 is later brought into India)-this business is controlled from India;
  e. Accrued in India but received in England of Rs. 2,00,000
  f. Profit earned from business in Bangalore of 6,00,000 received in New York
  g. Income from agriculture in England-it is all spent on the education of children in London of 1,50,000 and
  h. Past untaxed foreign income brought into India during the previous year of 10,000. From the above particulars ascertain the taxable income of Shri Ram Prasad for the previous year 2022-23 if Shri Ram Prasad is (i) a resident, (ii) a not ordinarily resident, and (iii) a non-resident.

8 | X Ltd a Manufacturing company owns the following assets on April 1st 2022 | L3 | 10 | CO3

Assets	Rate of Depreciation	WDV as on 1-04-22
Plant A	30%	16,00,000
Plant B	15%	18,50,000
Plant C	15%	28,50,000
Plant D	30%	4,00,000

X ltd purchases the following assets

Assets	Rate of depreciation	Date of Purchase	Cost price (Rs)
Plant E	30%	12th January 2023	13,00,000
Plant F	15%	12th September 2022	8,00,000

X ltd sells the following Plants during the PY 2022-23

Assets	Rate of Depreciation	Sale consideration
Plant C	15%	8,00,000
Plant A	30%	16,00,000

Determine the amount of depreciation for the Ay 2023-24. The company is not All eligible for additional depreciation.

Section – C
Case Study – Compulsory (1 x15=15)

9 | Sri Venkat is the proprietor of the business. His profit and loss account for the year ended March 31, 2022, is as follows: | L4 | 15 | CO2

Particulars	Amount	Particulars	Amount
Establishment	7,500	Gross Profit	1,82,070
Rent, Rates and Taxes	3,500	Interest on Govt. Securities	5,400
General Charges	1,500	Rent from House property	5,400
Household expenses	50,500		
Commission	2,500		

Discount & Allowances	5,000						
Bad debts	6,000						
Provision for bad debts	1,200						
Postage &Telegrams	270						
Law Charges	5,000						
Advertising	2,500						
Fire Insurance Premium (for Goods)	360						
Repairs And Renewals (not for business premises)	1,000						
Loss on sale of Motor Car	2,500						
Life Insurance Premium	2,000						
Wealth Tax	1500						
Interest on capital	3,500						
Audit fees	3,000						
Interest on Bank loan	6,000						
Depreciation	2,500						
Provision for Income Tax	4,200						
Net Profit	80,840						
	192,870		**192,870**				

Following further information are given:
1. Amount of Income Tax Actually paid during the year is Rs. 4,500
2. Depreciation allowable is Rs 2,000 as per income Tax rule.
3. Advertising expenses includes Rs 500 pent on special advertising campaign to open a new shop in the market.
4. Law charges are in connection with protection of the trademark.
5. Sri Venkat carries on his business from rented premises, half of which is used as his residence.
6. Bank Loan is taken for personal purposes.
7. General Charges includes home servant expenses of Rs. 500.

Compute the business income of Sri Narayana and his total income for the AY-2023-24.

Batch: 2021-23   Semester: III

Sub Code and Name: 21MBA332 – INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Max. Marks: 50   Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Understand and appreciates the framework of the securities market and its functions
CO2	Understand and appreciates the framework of Risk and Return and calculate Risks and Returns of selected securities
CO3	Understand and evaluate securities such as Bond and Equity to check whether they are under-priced or Overpriced
CO4	Evaluate financial statements for fundamental analysis (valuation of companies) and Technical Analysis (Charts)
CO5	Create optimum portfolios of different securities and evaluate the portfolio.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	Explain the process of investment undertaken by the investor.	L2	5	CO1
2	Write short notes on the difference between the capital market and the money market.	L2	5	CO1
3	The returns on Security A is given below: <table><tr><td>Probability</td><td>0.5</td><td>0.4</td><td>0.1</td></tr><tr><td>Security A Return</td><td>4</td><td>2</td><td>0</td></tr></table> Calculate the risk and return of the security.	L4	5	CO2
4	Two assets A and B have the following risk and return characteristics $R_a = 15\%$, $R_b = 17\%$, $\sigma_a = 30\%$, $\sigma_b = 25\%$, $r_{ab} = -1$ Determine the minimum risk portfolio for A and B	L5	5	CO5
5	A portfolio consists of two securities A and B. The proportion of investment, returns and the standard deviations of the securities are given below: <table><tr><td>Security</td><td>Weight</td><td>Standard deviation</td><td>Return</td></tr><tr><td>A</td><td>0.55</td><td>25%</td><td>12%</td></tr><tr><td>B</td><td>0.35</td><td>38%</td><td>18%</td></tr></table> The correlation coefficient between A and B security is 0.55. Calculate portfolio return and risk.	L4	5	CO2

6	The expected rates of return and the possibilities of their occurrence for Alpha and Beta company are given below: 	**L4**	**10**	**CO2**

Probability of Occurrence	Return on Alpha Company Stock	Return on Beta Company stock
0.05	-2.0	-3.0
0.20	9.0	6.0
0.50	12.0	11.0
0.20	15.0	14.0
0.05	26.0	19.0

(a) Find out the expected rates of return and risk for ABC and XYZ scrips.
(b) If an investor invests equal proportion on both the scrips what would be the return?
(c) If the proportion is changed to 25% and 75% and then to 75% and 25% what would be the expected rates of return?
(d) If an investor invests an equal proportion on both the scrips, calculate portfolio risk, when the correlation between Alpha and Beta is 0.95.

7	An investor wants to build a portfolio with the following four stocks. With the given details, find out his portfolio return and portfolio variance. The investment is spread equally over the stocks.	**L4**	**10**	**CO5**

Company	Alpha	Beta	Residual Variance
Sneha	0.17	0.93	45.15
Neha	2.48	1.37	132.25
Asha	1.47	1.73	196.28
Priya	2.52	1.17	51.98

Market Return = 11; and Market return variance = 26

8	Following data given with the market return and the company scrip's return for a particular period. Calculate (a) Beta (a) Alpha (c) Characteristic Regression Line (d) if the market return is 2%, what would be the scrip return?	**L4**	**10**	**CO2**

Index Return	0.5	0.6	0.5	0.6	0.8	0.5	0.8	0.4	0.7
Scrip Return	0.3	0.6	0.4	0.5	0.6	0.3	0.7	0.5	0.6

Section – C
Case Study – Compulsory (1 x15=15)

9	Mr. David is constructing an optimum portfolio. The market return forecast says that it would be 13.5% for the next two years with a market variance of 10%. The riskless rate of return is 5%. The following securities are under review. Find out the optimum portfolio.	**L5**	**15**	**CO5**

Company	Alpha	Beta	Residual Variance
A	3.72	0.99	9.35
B	0.60	1.27	5.92
C	0.41	0.96	9.79
D	-0.22	1.21	5.39
E	0.45	0.75	4.52

Construct an optimum portfolio.

Batch: 2021-23   Semester: III

Sub Code and Name: 21MBA333 -BUSINESS VALUATION & FINANCIAL MODELING

Max. Marks: 50   Duration: 1.30 Hours

	Course Outcomes (COs)
CO1	Develop the analytical skills to compute different business valuation techniques
CO2	Understand and appreciate the business restructure methods and their importance
CO3	Compute and evaluate the value of the business for M&A decision
CO4	Develop the analytical skills to apply to compute valuation methods as financial modelling
CO5	Understand the types of takeovers / acquisitions

	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	Briefly explain applicability and limitations of DCF analysis	L2	5	CO1
2	XYZ is a manufacturer of Papers. It earned an after-tax return on capital of 10 per cent last year and expects to maintain this next year. If the current year's after-tax operating income is Rs. 10 crores and the firm reinvests 40 per cent of this income back, estimate the Free Cash Flow to the Firm next year.	L4	5	CO2
3	In the current year, a firm has reported a profit of Rs. 78 lakh, after paying taxes @ 35 per cent. On close examination, the analyst ascertains that the current year's income includes: a. Extraordinary income of Rs.23 lakh, and b. Extraordinary loss of Rs.3 lakh. Apart from existing operations, which are normal in nature, and are likely to continue in future, the company expects to launch a new product in the coming year. Revenue and cost estimates in respect of the new product are as follows; <table><tr><td>Particulars</td><td>Rs. In Lakhs</td></tr><tr><td>Sales</td><td>125</td></tr><tr><td>Material Cost</td><td>60</td></tr><tr><td>Labour Cost (Additional)</td><td>10</td></tr><tr><td>Allocated Fixed costs</td><td>08</td></tr><tr><td>Additional Fixed costs</td><td>05</td></tr></table> From the above given information, compute the value of business, given that capitalization rate applicable to such business in the market is 15%	L4	5	CO2
4	Mr. Amit is considering purchasing a Bond with a face value of Rs. 2700 carries an 9.5% coupon rate matures after 5 years. He wishes to earn a minimum of 15%. The bond is sold currently for Rs. 2300. i. What is the intrinsic value of the bond? Should he buy the bond? ii. What is the yield to maturity of the bond? Should he buy the bond?	L3	5	CO2
5	Explain in brief the Estimation the Cost of Capital for Business Valuation.	L2	5	CO1
	Section – B **Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)**			
6	Explain in detail any two business valuation approaches.	L2	10	CO1
7	The key financial parameters of DD Cement company Ltd. are as follows: <table><tr><td>EBIT</td><td>Rs. 36 Lakhs</td></tr><tr><td>Book value of assets</td><td>Rs. 180 Lakhs</td></tr><tr><td>Sales</td><td>Rs. 250 Lakhs</td></tr></table>	L4	10	CO2

Based on the evaluation of several cement company's X ltd, Y ltd, & Z ltd, have been found to be comparable to DD Cement Company Ltd. Their key financial data are as follows:

(Rs. In Lakhs)

	Company X	Company Y	Company Z
Net Profit	48	80	50
Free Cash Flow	250	250	500
Sales	200	500	700
Market Value	600	800	1050

Find the value of DD Cement Company Ltd ., using Comparable Company approach

8	S. Corporation has 10 million outstanding shares. The market value of equity is Rs. 3,000 million and the market value of debt is Rs. 1,000 million. The firm will maintain the market value debt ratio forever. The expected interest rate on debt is 12 per cent. The firm's equity beta is 1.50. The 30-year government bonds yield is 7 per cent. The historical market return premium is estimated at 6 per cent. The marginal corporate tax rate of the company is 25 per cent. The company's current free cash flows are Rs. 100 million. The company expects its cash flows to grow at 10 per cent for 7 years and thereafter, at 6 per cent forever. Determine the value of the firm? What is the value of the firm's equity? How much is the value per share?	L4	10	CO2

Section – C
Case Study – Compulsory (1 x15=15)

9	The most recent accounts of a corporate firm engaged in manufacturing business are summarized below:	L4	15	CO2

Balance Sheet as at March 31. 2022 (Rs.in millions)

Liabilities	Amt.	Assets	Amt.
Equity Share Capital (1 lakh shares of Rs. 100 each)	10.00	Freehold and Building's (net)	20.00
Reserves and Surplus	10.00	Plant and machinery (net)	29.50
10% Loan	32.50	Stock	10.00
Creditors and other liabilities	18.00	Debtors	15.00
		Bank and Cash Balance	4.00
	78.50		78.50

Income statement for the year ended March 31,2022

	Rs.in millions
Sales	93.50
Earnings before interest and tax	18.00
Interest on loan	1.80
Earnings before tax	16.20
Corporate taxes @ 35%	5.67
Earnings after taxes	10.53

Additional Information:

(a) The finance manager of the firm has estimated the future free cash flows of the company as follows:

Year	1	2	3	4	5	6
Rs. In Million	22	23	24.5	26	30	32

Free cash flows in subsequent years, after year 6, are estimated to grow at 4 per cent. The company's weighted average cost of capital is 12 per cent.

(b) The current resale value of the following assets has been assessed by the professional valuer as follows:
Freehold land and buildings — Rs. 60 million
Plant and machinery — Rs. 20 million
Stock — Rs. 11 million
The current resale values of the remaining assets are as per book values.

(c) A similar sized company (which is listed on Bombay Stock Exchange) and is engaged in the same business has a P/E Ratio of 7 times.
You are required to compute the value of the firm as well as equity on the basis of the following methods (i) Net assets method (book value and market value), (ii) Earning Capitalization (Price-earnings ratio) method and (iii) DCF (Free cash flows) to the firm.

Batch: 2021-23   Semester: III
Sub Code and Name: 21MBA431 – OPERATIONS & SUPPLY CHAIN MANAGEMENT
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand the concept and scope of operations management in a business context
CO2	Distinguish the role of location planning and capacity planning for enhancing operations capability
CO3	Demonstrate knowledge of the functions of logistics and supply chain management
CO4	Design and Develop the supply chain network
CO5	Understand and apply the quality management tools in business context
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)				
1	What is productivity? Explain briefly the various factors that affects productivity.	L2	5	CO1
2	List and Explain the determinants of Effective Capacity	L2	5	CO2
3	What is Bullwhip Effect? What are the causes for Bullwhip effect?	L3	5	CO3
4	An 8 hours work measurement study in a plant reveals the following: Units produced = 320, Idle time = 15%, Performance rating = 120%, Allowances = 12% of basic time. Determine the standard time per unit produced.	L3	5	CO2
5	A work sampling study is to be made of a typist pool. It is felt that typists are idle 30 percent of the time. How many observations should be made in order to have 95.5% confidence that accuracy is within 4%.	L3	5	CO2
Section – B				
Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)				
6	Explain briefly the different types of production system with suitable examples.	L2	10	CO1
7	What is supply chain Management? Explain the decision phases in SCM.	L3	10	CO3
8	Compute the production cost per piece from the following data. i. Direct material cost per piece = Rs. 2 ii. Wage rate Rs. 2000 per month consisting of 25 working days and 8 hrs. per day. iii. Overhead expressed as a percentage of direct labour = 200% iv. The personal and delay allowance is 25% iv. The time study data for 4 elements are given below.	L3	10	CO2

Element	Cycle1	Cycle2	Cycle 3	Cycle4	Element rating on 100 normal scale
A	1.2	1.3	1.3	1.4	85
B	0.7	0.6	0.65	0.75	120
C	1.4	1.3	1.3	1.2	90
D	0.5	0.5	0.6	0.4	70

9	Procter & Gamble (P&G) is the world's largest consumer goods manufacturers. In 1992, Procter & Gamble entered the Chinese market and established large-scale production base. In order to save transport costs, railway as transport and logistics service was used.			

Procter & Gamble (P&G) is the world's largest consumer goods manufacturers. In 1992, Procter & Gamble entered the Chinese market and established large-scale production base. In order to save transport costs, railway as transport and logistics service was used.

P&G's logistics services follow the response time, service reliability and high quality requirements of the protection system. The logistics industry occupies the leading position of state-owned enterprises and private storage enterprise. But, after investigation, it was found that it lacks many things such as perfect quality protection, transport, information technology, lack of awareness of service staff etc. So, P&G required private storage enterprise.

Using third-party 3PL logistics companies, P&G used rail freight transfer stations in order to "quality first, customer first, 24-hour service" feature, to provide "door to door" service. For the establishment of the logistics network across the country, 3PL was used. The aim of the whole process was to provide value-added services to ensure the delivery of goods to the destination. The storage and transportation trainings were given to staffs for receiving, unloading, delivery services. It maintained strict good manufacturing practices (GMP) quality management standards. P&G's products were quickly, accurately and timely delivered to sales outlets across the country.

With P&G business growth in China, there was a significant increase in demand for warehouse storage. The planning, design and implementation of logistics management systems efficiently optimised business processes. High standards for the information technology systems were established to manage and provide comprehensive and effective information platform storage, transportation and other logistics information in real time. The electronic data began to be used for the effective integration of processes and information. As a result, the logistics became more efficient, rationalized and systematic. It greatly reduced the cost of P&G's logistics and shortened the order cycle and delivery times, improved customer service levels. Thus, P&G successfully applied third party logistics. Concluding, businesses choose the right third-party logistics service providers, first to accurately define their logistics needs, and then choose to meet the business needs and goals of the provider.

Questions:

1. Discuss the need for third party logistics by P&G.	L5	5	CO3
2. Explain how use of IT benefited P&G	L5	5	CO3
3. How was the cost of logistics in P&G was reduced?	L5	5	CO3

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA432- SUPPLY CHAIN DESIGNING, SOURCING & OPTIMIZATION

Max. Marks: 50   **Duration: 1.30 Hours**

	Course Outcomes (COs)
CO1	Understand and appreciate the need for advanced supply chain network design
CO2	Apply the appropriate tools and techniques to source the suppliers
CO3	Formulate various strategies to achieve Continuous Service Improvement
CO4	Apply appropriate techniques to evaluate the project efficiency
CO5	Develop and deploy the Business contingency plan for the organisation

	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)			
1	Explain Network flow models and state the benefits of supply chain network design.	L1	5	CO1
2	Designing Supply Chain Network involves determining and defining Some Elements. Elaborate.	L1	5	Co1
3	List the various types of Supply Chain Sourcing and explain with examples.	L2	5	CO2
4	Discuss in detail the system of Procure to Pay with respect to a supermarket chain.	L3	5	CO2
5	What are the various resources in Supply Chain Management	L2	5	CO3
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	What is meant by location strategy and what are the factors influencing Facility Location?	L1	10	CO1
7	There are some major factors on which the utilisation of resources depends upon. Explain.	L3	10	CO3
8	"Procurement encompasses all elements of a company's Purchasing process." Explain the 8 elements of Procurement Cycle and the types of Procurement.	L2	10	CO2
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	Akshaya Patra: The Nation-wide Mid-day Meal Scheme of ISKCON	L4	15	CO1
	Mid-day meal scheme (MDMS) is a mechanism to address the socio-economic objectives of boosting enrolment, retention, participation, and nutritional status of children at schools. The Akshaya Patra Foundation (TAPF) is a non-profit organization that operates a MDMS program for about 1.3 million children in over 9,000 schools across nine states in India. The vision of TAPF is 'no child in India shall be deprived of education because of hunger'. From a humble beginning of delivering lunch to 23,000 children in 2003, it has grown to delivering lunch to nearly 1.3 million children by 2013. Amongst many problems to be solved by TAPF, one of the fundamental problems is the location of the kitchens. A centralized kitchen may reduce the capital investments and help them benefit from economies of scale. On the other hand, it may increase the distribution cost as well as the time to reach the schools, which are the demand points. Loading food into vans must start at about 8 am each day, and the vans must complete their delivery schedule before 12.30 pm. Since schools break for lunch			

at 1 pm, any delay in delivery could result in students going back to their afternoon sessions with an empty stomach. Therefore, maintaining a strict cooking to consumption time is critical for TAPF logistics. This will put realistic limits to centralizing the kitchen. The other option is to decentralize the kitchen. While this may improve the responsiveness of the delivery network and bring down the distribution cost, food preparation costs may go up as too much of capacity need to be built. These factors determine the location decision for TAPF. The TAPF operating model involves setting up cooking infrastructure in a city that can cater to the demands of a number of rural schools in the surrounding areas using delivery vans. The capacity of the kitchen and the size of the delivery fleet are determined based on the estimated demand in a region. The maximum available time window for 'cooking to consumption' is about 6 hours. In the city of Bangalore there are two kitchens, one in Vasanthapura and the other in Hare Krishna Hills, Rajaji Nagar. The Vasanthapura kitchen caters to about 630 schools in the surrounding areas. TAPF's has located 19 kitchens spread across 9 states in India. These kitchens have a daily cooking capacity ranging from 50,000 to 185,000 meals.

Q1. Determine the factors influencing location strategy of TAPF.

Q2. How important are location decisions in operations management? What are the consequences of a bad location decision?

Q3. Will the choice of factors for selecting an appropriate location vary with the geographical spread of the potential candidates for location? Why?

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA433- LOGISTICS MANAGEMENT

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Analyse how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.
CO2	Compare and contrast the various types of information management systems in Logistics and SCM
CO3	Deploy appropriate strategies for order management and customer service
CO4	Understand the importance of Inventory management system in SCM and Logistics
CO5	Analyse the strengths and weaknesses of various transportation modes and perform cost analysis
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)				
1	What are the functions of logistics management.	**L1**	**5**	**CO1**
2	Concept of physical distribution. Explain the concept of Physical distribution.	**L1**	**5**	**CO3**
3	What are the costs associated with Logistics? Where and how you would Like to reduce Cost of Logistics?	**L2**	**5**	**CO1**
4	What are the key challenges faced by the logistics industry in adopting new information technologies?	**L3**	**5**	**CO1**
5	What are Demand Forecasting Models?	**L1**	**5**	**CO2**
Section – B				
Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)				
6	As a Logistics Manager, how you could use Information Technology in Warehousing and Physical Distribution	**L5**	**10**	**CO1**
7	"An efficient transportation planning and management is a pre-requisite function of logistics"- Elaborate	**L3**	**10**	**CO2**
8	What are the challenges that companies face when implementing the demand management processes?	**L2**	**10**	**CO3**
Section – C				
Case Study – Compulsory (1 x15=15)				
9	**Case Study on Toyota's Just-in-Time Logistics Management** Toyota, a Japanese automobile manufacturer, is known for its efficient and effective logistics management system. The company's logistics management philosophy is based on the "Just-in-Time" (JIT) concept, which involves producing and delivering products only when they are needed. One of the key components of Toyota's JIT logistics management is its focus on minimizing waste. This includes reducing inventory, eliminating unnecessary processes, and improving communication between suppliers and customers. By reducing waste, Toyota is able to increase efficiency and reduce costs. To support its JIT logistics management, Toyota has developed a sophisticated supply chain management system. The company works closely with its suppliers to ensure that they can deliver materials and components quickly and efficiently. Additionally, Toyota has developed a "pull system" in which products are			

produced only when there is demand, rather than being produced in anticipation of demand. Another important aspect of Toyota's logistics management is its focus on quality. The company has implemented a series of quality control measures throughout its supply chain to ensure that its products meet high standards. This includes testing components before they are used in production and implementing strict quality control processes in its factories. One of the challenges that Toyota faces in logistics management is the risk of disruptions to its supply chain. To address this, the company has developed a series of contingency plans to ensure that it can continue to operate in the event of a disruption. For example, Toyota maintains backup suppliers and has multiple production facilities in different locations. Overall, Toyota's JIT logistics management has been a critical factor in its success. By focusing on minimizing waste, developing a sophisticated supply chain management system, and prioritizing quality, Toyota has been able to produce high-quality products efficiently and at a low cost.

ANSWER THIS QUESTIONS **MARKS : 3×5 = 15**				
1. What were the key challenges that Toyota faced in its logistics management before the implementation of the JIT system?	**L3**	**5**	**CO3**
2.How did Toyota's JIT system address the challenge of high inventory levels?	**L3**	**5**	**CO3**
3.What benefits did Toyota achieve as a result of implementing the JIT logistics management system?	**L3**	**5**	**CO3**

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   Semester: III
Sub Code and Name: 21MBA532 - BIG DATA ANALYTICS
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Interpret and analyze the Big Data Platform
CO2	Understand and apply concepts of database management systems
CO3	Illustrate and apply the architectural concepts of Hadoop and HDFS
CO4	Understand and analyze Hadoop Ecosystem and Map reduce
CO5	Understand the contemporary developments in the field of Big Data Analytics.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	**Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)**			
1	What is Big data analytics? Explain characteristics of Big data.	L2	5	CO1
2	Why is Hadoop used for processing Big Data in Detail. Explain the concept of Distributed and parallel computing challenges?	L1	5	CO3
3	What is the purpose of Normalization in DBMS. What are the ACID properties of DBMS?	L2	5	CO2
4	Define DBMS. Explain applications of DBMS in the business.	L1	5	CO2
5	Discuss the three-tier architecture of the database and use of mapping between schema levels.	L2	5	CO2
	Section – B **Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)**			
6	Develop an ER diagram for keeping track of information about a company database taking into account at least five entities.	L3	10	CO2
7	Illustrate how big data has transformed the field of Marketing and Finance with examples.	L3	10	CO1
8	Explain the following terminologies with respect to Hadoop a) RDBMS versus HDFS b) Hadoop Ecosystem	L2	10	CO3
	Section – C **Case Study – Compulsory (1 x15=15)**			
9	In today's economy, managing information is critical to the success of a business. Supply-chain management, mass customization, business intelligence, and data mining are all key drivers of a successful business, and all require the effective management of large volumes of information using technology systems. Technology impacts and assists the growth of practically every industry in the present age. Service industry too isn't insulated from its effects. Taste of India is a very well know concept restaurants chain head quartered in India. It started its operations in the year 1995 in India, USA and UK. Taste of India restaurant does not currently utilize information technology in their business operations due to which they face many challenges. The main	L4	15	CO1 & CO3

challenges that the restaurant face, from an information technology and company performance management perspective, include: problem of advertisement, order management, customer satisfaction. The problem of management of office document is also one of the major problems faced by the Restaurant. Company performance has been measured and managed through excel, with differing approaches and understanding across the various business units and countries. There is now a distributed management team and goals and tracking of goals and objectives is not transparent. There are a growing number of employees involved in developing reports and clarifying reporting / report definition ambiguities across the restaurant. Country and business Unit performance is difficult to compare and overall restaurant performance is also difficult to measure and forecast. Taste of India now decided to make use of information technology to eliminate the above mentioned problem and to computerize their business operations.

With the above stated problem provide appropriate solutions for:

1. Explain how restaurant will use Big Data analytics using Hadoop framework for maintaining relationship with customers.
2. Identify various unstructured, semi – structured and structured data for the restaurant. Also suggest a way to add some structure to data that is being collected and stored in an unstructured format.

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   Semester: III
Sub Code and Name: 21MBA631- TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT

Max. Marks: 50   **Duration: 1.30 Hours**

	Course Outcomes (COs)
CO1	Understand and appreciate the focus on attraction, acquisition, and retention of talent in organizations.
CO2	Identify and analyse the alignment of talent management process with business strategy, with culture, and with people.
CO3	Comprehend how organizations are using employee engagement surveys to understand the drivers of their employees' satisfiers and dissatisfies and apply.
CO4	Identify and develop strategies for improving employee engagement at the team and enterprise level.
CO5	Formulate a link between employee engagement, customer value and financial performance.
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
**Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)**			
1	What is Talent Management? Explain the elements of Talent Friendly Organisation?	L1 L2	5	CO1
2	Explain the Modern practices in Talent attraction.	L2	5	CO1
3	What is Talent planning? Explain the strategies of talent planning.	L1, L2	5	CO2
4	Enumerate the importance of career planning in today's context.	L3	5	CO2
5	Explain the factors used for identifying high-potential talent.	L2	5	CO3
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	A2K is a multinational organisation facing problem with human capital and Talent management. Experts suggest to design and implement a Talent Management Framework to deal with the problem. a) In this context explain the need for Talent Management Framework. b) Assume the role of an expert and design the Talent Management Framework for the company. Explain in detail.	L3 L4	3 7	CO1
7	Explain the concept of Work Force Management with its process. Also explain the Strategic Accountability Approach in Developing the Workforce in today's era.	L3	4 6	CO2
8	"Covid has changed the way of managing human talent". In this content, Explain in detail the elements or strategies for Employee retention and motivation in the organisation.	L3	10	CO3

		Section – C			
		Section – C **Case Study – Compulsory (1 x15=15)**			
9		The case discusses the talent management strategies at India-based financial banking institution, ICICI Bank Ltd. (ICICI Bank). Since the 1980s, the bank had fostered a culture of nurturing young talent. This was a bid to create a talent pool and develop a leadership pipeline at the bank. The process of empowering young people, nurturing talent, and developing a leadership pipeline became part of the bank's culture and was carried forward by former CEO and MD, KV Kamath (Kamath) and present CEO and MD, Chanda Kochhar (Kochhar). Kamath was instrumental in grooming several people who later took up key positions at the bank. He spotted people with leadership potential at the bank and moved them from one assignment to another and mentored/coached them to take up different leadership roles and serve the bank. The success of the coaching process led to the bank institutionalizing a formal leadership development process that identified talented employees through a performance appraisal system after which they were assessed for future leadership roles. According to experts, ICICI Bank's focus on nurturing young talent reaped several benefits for the bank. While the leadership grooming process helped it tackle the problem of attrition, it also enabled the bank move ahead of others in the Indian banking sector. The bank's focus on nurturing young talent also helped ICICI Bank develop businesses that accounted for half of ICICI Bank's profits. Industry observers felt that going forward, the challenge for Kochhar would be to maintain the bank's momentum, continue international expansion, expand product offerings, improve technological innovation, and continue to nurture young talent.			
		Questions: 1. Critically analyze talent management strategies at ICICI Bank. 2. Explain the coaching process adopted by Kamath to groom young employees at the bank. 3. Analyse the issues and challenges faced by the coaching experts while coaching employees.	**L4** **L2** **L4**	**5** **5** **5**	**CO1** **&** **CO3**

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA632 - PERFORMANCE MANAGEMENT
& COMPETENCY MAPPING

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	To analyze various determinants of Job Performance
CO2	To apply Competency Based Performance Management System in an organization
CO3	To apply Past Oriented and Future Oriented Methods of Performance Appraisal in an organization based on the needs of an organization
CO4	To analyze relationship between Competency Mapping and its linkage to Performance Planning and to effectively manage High Performance Teams in the organizational environment
CO5	To understand contemporary trends in Performance Management and to apply those contemporary trends on need basis in an organization
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
**Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)**				
1	Explain any five characteristics of an Ideal Performance Management System	L2	5	CO2
2	Elucidate the errors which commonly occur during the performance appraisal.	L2	5	CO3
3	Describe how the performance management process is linked to employee selection, training and development?	L3	5	CO1
4	E-performance management has been the latest trend in performance surveillance in India. Discuss	L3	5	CO2
5	Discuss any two determinants of Job Performance.	L2	5	CO1
**Section – B**				
**Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)**				
6	What sources could be used to evaluate the performance of people working in the following jobs? A] Sales Representative in a Retail store B] Project Manager in IT Solutions C] Nurse in a Hospital D] Material Manager in a Production unit E] HR Recruiter in a IT Company	L3	10	CO2
7	Explain briefly the performance appraisal process in a company.	L2	10	CO3
8	Briefly explain the modern methods of performance appraisal	L2	10	CO3
**Section – C**				
**Case Study – Compulsory (1 x15=15)**				
9	Infotech is a distributor of software that is manufactured by leading global manufacturers. The company has created niche for itself and is regarded as a company that is the first to bring advanced technology into India. The Areas of company appraisal system are as under:			

1] Selling of Key Performance Areas: Each employee's performance is appraised against certain functions & objectives that have been mutually agreed upon by the employee and his immediate superior.

2] Self Appraisal: The employee should keep track of his strength and weakness and should put in adequate effort for improvement. A record should be maintained of his success or failure in terms of experiences while performing functions

3] Feedback of the Immediate supervisor to the individual employee every three months: Each key performance area is evaluated in terms of efforts and output produced and achieved. The appraiser will inform the appraiser about his areas for future development and will record a plan for his training.

4] Rating of the Employee: Based on the rating, the employee will be given an increment or a promotion.

At the beginning of the calendar year, the employees are given the final appraisal. The final appraisal includes the review and ratings. Based on the rating, the employee will be given an increment or a promotion. Besides the final appraisal, there is a periodic performance review concluded at the end of three months. In the periodic performance review, the performance of the employee against the objective set will be reviewed but no rating is given.

The final appraisal is done by the immediate supervisor in terms of achievement of plans, and evaluation of behavioural attributes.

Questions

A. Is the appraisal adequate both in terms of frequency and comprehensiveness? Give reasons.	L3	5	CO3
B. What steps can be taken to ensure a fair assessment?	L3	5	CO3
C. Recommend an alternative form of appraisal.	L3	5	CO3

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MID TERM EXAMINATIONS – MARCH -2023

Batch: 2021-23   **Semester: III**

Sub Code and Name: 21MBA633- INDUSTRIAL RELATIONS & EMPLOYMENT LAWS

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and appreciate the concept of Industrial Relations
CO2	Illustrate the role of trade union in the industrial setup
CO3	Outline the important causes and impact of industrial disputes
CO4	Elaborate and apply industrial dispute settlement procedures
CO5	Summarize the important provisions of wage legislations, welfare legislations and social security legislations
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Instruction to Candidates:

Sl. No	Section – A	C L	Marks	Cos
**Answer any THREE of the following questions. Each question carries Five marks. (5 x 3 =15)**			
1	Elucidate the role of ILO in implementing labour welfare measures.	L2	5	CO1
2	Discuss the various steps involved in grievance handling adopted in Indian companies.	L3	5	CO4
3	Explain any two approaches to Industrial Relations.	L2	5	CO2
4	Define the term Industrial Relations. Discuss the evolution of IR in India	L3	5	CO2
5	Critically examine the rationale for introducing the new labour code	L4	5	CO5
	Section – B			
	Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)			
6	Elucidate the provisions of the Wage Code, 2019	L2	10	CO4
7	Critically examine the applicability of the Industrial Relations Code , 2020	L3	10	CO3
8	Analyse and evaluate the various types of collective Bargaining which are applicable in the present scenario.	L4	10	CO2
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	A Multinational Company specialised in food processing has been operating in India for about 3 decades. The Company has recently decided to expand its production. It was decided to shift the factory to a new location about 20 kms. away from its present site. As the workers transferred to the new site were living in town, the union demanded an increase of Rs. 6000/- per month in the salary, but the Company offered to give Rs. 2500/- only to cover the transport cost. When the plant was being shifted to the new site, negotiations went on uninterrupted between the Management and the Union on this issue. However, both the parties could not come to a settlement even after 6 months. The Management was firm on their decision even though the union indicated some flexibility. The Union refused to compromise fully on the issue. They adopted go-slow tactics to pressurize the Management. The production went	L4	15	CO3, CO4

down drastically, but still the Management was firm on their stand. In the meanwhile, the Management charge- sheeted some of the Trade Union leaders and suspended them pending enquiry.

Questions:

a) Analyse the case given above and elucidate the problem and causes.
b) Do you justify the Management's decision? If Yes/No- why?
c) Are the workers right in their approach? Comment.
d) As a General Manager HR of this Company how would you resolve the problem?

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MID TERM EXAMINATIONS – APRIL-2023

Batch: 2022-24   Semester: I
Sub Code and Name:21MBA111- MARKETING MANAGEMENT
Max. Marks: 50   Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Demonstrate conceptual knowledge in the functional area of Marketing Management.
CO2	Understand and appreciate the Marketing strategies, formulation and Implementation in business scenario
CO3	Understand the Consumer Behavior Process and Customer Relationship Management in a holistic manner.
CO4	Display attitude, techniques and approaches required for effective decision making in the area of Sales and Distribution
CO5	Explore to a variety of Contemporary Markets and Ethical Marketing practices in the Indian context.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
**Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)**			
1	Define Marketing and discuss its significance in the Modern World.	L2	5	CO1
2	What is a product? Explain the different product levels with suitable examples.	L2	5	CO2
3	Write a note on product positioning with an example	L3	5	CO3
4	Discuss the various micro-environment factors affecting the marketing department in its decision making	L3	5	CO1
5	Write a note on core concepts of Marketing.	L2	5	CO3
	Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)			
6	What is meant by Market Segmentation? Explain the different ways in which the market may be segmented. Why is segmentation necessary?	L2	10	CO1
7	Explain with an illustration, the stages of the product life cycle and discuss the strategies employed by marketers at each stage of the product life cycle. You may use examples of your choice.	L3	10	CO2
8	Discuss the various kinds of pricing strategies in consumer marketing.	L2	10	CO3
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	Read the case and answer the questions given at the end of the case. For many years McDonald's enjoyed worldwide success built on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburgers, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent, and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, McDonalds has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company's external environment. Let's start with the population scene. For many years McDonald's main customer group was young couples with several kids. Today, people are marrying at a much later age and families have fewer children. So McDonald's traditional customer bases are eroding. Then there are the cultural changes. Also consumers have	L4	15	CO1

become more health conscious. Let's face It --- burgers, fries and shakes (foundation of McDonald's success" are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the care and drove to McDonald's. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. McDonald's polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions:

a.   List out and discuss, the major environmental changes being faced by McDonald's.

b.   What should be the course of action to regain its dominant market position and to tackle competition?

Batch: 2022-24   Semester: I
Sub Code & Name: 21MBA211- BUSINESS COMMUNICATION
Max. Marks: 50   Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Learn to communicate. Express one's idea, message or a concept with comprehension.
CO2	Demonstrate and use all the learnt tools of communication, to make meaningful business presentations, hold meetings and network by using conversation skills.
CO3	Apply skills that is learnt to showcase excellent corporate communication skills
CO4	Demonstrate eloquent speaking and writing skills
CO5	Adapt and evolve as a digital communicator
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analysing / Evaluating the concept of Knowledge
L5	Synthesis or creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	What is the nature of communication and its role in today's corporate structure?	L2	5	CO1
2	State difference between oral and written communication.	L2	5	CO1
3	What is formal communication? Explain in brief the types of formal communication.	L2	5	CO3
4	Write the essential elements of a formal report.	L3	5	CO4
5	How can modern day managers overcome communication barriers to make it more effective?	L3	5	CO3
	Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)			
6	Discuss in length the various characteristics of effective communication.	L3	10	CO3
7	Write a short note on "Pollution due to Urbanization".	L3	10	CO4
8	Discuss comprehensively the communication process using appropriate examples.	L3	10	CO3
	Section – C			
	Case Study – Compulsory (1 x15=15)			
9	ABC Fabrics, a leading garment manufacturing and exporting firm has received a letter of complaint from one of its overseas clients stating that none of the consignments received recently were properly ironed and packed. Further the client also expressed their unhappiness and their desire to end their business partnership. The consumer is among ABC Fabrics' most significant and lucrative clients. **Questions:** **(a)** Draft a letter to the international client pacifying them and assuring them of the best services going forward. **(b)** Also prepare an internal communication to the manager of the concerned department asking for an immediate explanation.	L4	15	CO4

Batch: 2022-24   Semester: I
Sub Code and Name: 21MBA212-APPLICATION OF STATISTICS IN BUSINESS
Max. Marks: 50   Duration: 1.30 Hours

	Course Outcomes (COs)
CO1	Understand and apply the central tendency, Dispersion and Skewness for data Interpretation
CO2	Apply correlation and regression tools for data analysis
CO3	Develop appropriate probability models for decision making.
CO4	Test the hypothesis using appropriate statistical methods
CO5	Construct decision tree on the basis of probability distribution
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	Outline different measures of central tendency with formulas.	L2	5	CO1
2	Calculate the mean using Shortcut Method for the following values 45, 70, 92, 103, 107, 210, 265	L3	5	CO1
3	In a basket there are 10 white, 4 blue, 3 green & 2 red marbles. Five marbles have to be randomly selected. What is the probability that 2 white, 1green and 1 red marble is selected?	L2 L3	5	CO1
4	From the following data compute coefficient of correlation between x & y a) The arithmetic mean of x is 25 and y is 18 b) Sum of product of deviations of x & y series from their respective means is 122 c) Sum of squares of deviation from their respective means are 136 and 138 d) Number of values is 15	L4	5	CO2
5	Calculate Quartile deviation and its coefficient for the following 10, 15,25,5,30,45, 60, 29, 32,46, 61	L4	5	CO1
	Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)			
6	After investigation it has been found the demand for automobiles in a city depends mainly, if not entirely, upon the number of families residing in that city. Below are the given figures for the sales of automobiles in the five cities for the year 2019 and the number of families residing in those cities. 	City Name	No. of Families (in lakhs): X	Sale of automobiles (in '000): Y
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Belagavi	70	25.2
Bengaluru	75	28.6
Hubli	80	30.2
Kalaburgi	60	22.3
Mangalore	90	35.4 | Fit a linear regression equation of Y on X by the least square method and estimate the sales for the year 2020 for the city Belagavi which is estimated to have 100 lakh families assuming that the same relationship holds true.	L1	10	CO1

7	Write Short notes on
	    a. Baye's Theorem
	    b. Platykurtic & Leptokurtic Kurtosis
	    c. Simple and Multiple Correlation
	    d. Mutually Exclusive Events.
		L3
		 L4
			10	CO1

8	10 Competitors in a beauty contest are ranked by 3 judges in a following order.	L4	10	CO2

J1	J2	J3
1	3	3
6	5	1
5	8	1
10	4	4
3	7	6
2	10	8
4	2	1
9	1	9
7	6	1
8	9	2

Use correlation co efficient to determine which pair of judges were more consistent

Section – C
Case Study – Compulsory (1 x15=15)

9	Read the following passage carefully and answer the following questions: An electric scooter manufacturing company wants to declare the mileage of their electric scooters. For this, they recorded the mileage (km/charge) of 50 scooters of the same model. Details of which are given in the following table	L2 L3 L4	15	CO1

mileage (km/charge)	100 - 120	120 - 140	140 - 160	160 - 180
Number of Scooters	7	12	18	13

   a) The average mileage is
   b) The modal value of the given data is
   c) The median value of the given data is
   d) What PROVEN mileage the manufacturer can claim for his scooter
   e) The Assumed mean method is useful in determining the _____
   f) Find the standard deviation for the following data

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MID TERM EXAMINATIONS – APRIL-2023

Batch: 2022-24   **Semester: I**

Sub Code and Name: 21MBA213- MICRO ECONOMICS

Max. Marks: 50   **Duration: 1.30 Hours**

	Course Outcomes (COs)
CO1	Apply economic theory and methods to analyse the behavior of various economic agents like individuals and firms
CO2	Apply economic concepts like elasticity of demand, forecasting of demand, economies of scale and scope in managerial decision making
CO3	Illustrate the equilibrium conditions for cost minimization, profit maximization and breakeven analysis to determine optimum allocation of resources
CO4	Describe and analyse how price and quantity are determined in various market conditions like perfect competition, monopoly, monopolistic competition and oligopoly
CO5	Analyse the industry structure and to determine the best pricing strategy for various market conditions
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	Briefly explain the basic tools of decision making	L2	5	CO2
2	What are the exceptions to the law of demand?	L2	5	CO2

3	Write short notes on the following
	    a. Opportunity Cost
	    b. Trade-off
		L2	5	CO1

4	The firm increases its advertising expenditure by 25% from the present expenditure of Rs 7500, its sales increased by 35% from the Initial Volume of 90,000 units. Measure the promotional elasticity of demand.	L3	5	CO2
5	What are the major points of difference between the Cardinal and Ordinal Utility?	L2	5	CO1
	Section – B			
	Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)			
6	Explain the law of diminishing marginal utility with a schedule and a curve.	L2	10	CO1
7	Explain the Law of Variable Proportion with the help of schedules and graphs and also explain the 3 distinct Stages involved.	L3	10	CO3

8	Write illustrative notes on the following.
	    a. Consumers Equilibrium
	    b. Diminishing Marginal Rate of Substitution
		L2	10	CO3

	Section – C **Case Study – Compulsory (1 x15=15)**			
9	With the help of following data, project the trend of sales for the next 5 years using least squares method (8 marks) Draw a graph (3 marks) and interpret the results.(4 marks)	L3	15	CO2

Years	2016	2017	2018	2019	2020	2021
Sales(in lakh Rupees)	120	110	150	130	160	200

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MID TERM EXAMINATIONS – APRIL-2023

Batch: 2022-24   Semester: I

Sub Code and Name: 21MBA214 – BUSINESS RESEARCH METHODS

Max. Marks: 50   Duration: 1.30 Hours

Course Outcomes (COs)	
1	Understand and appreciate research, objectives and type for both qualitative and quantitative research.
2	Formulate research problem and develop coherent research design
3	Use appropriate data collection method, sampling techniques, measurement scale and develop appropriate research instruments.
4	Demonstrate analytical skills and interpretation abilities.
5	Demonstrate report writing and data presentation skills for informed decision making.
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analysing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	Define the term Research. List out objectives of research	L1	5	CO1
2	"A good research study has several features/ Characteristics" Analyse.	L4	5	CO1
3	Compare & Contrast "Exploratory and Descriptive Research"	L2	5	CO2
4	Explain any three types of probability sampling	L4	5	CO3
5	"There are different techniques involved in defining a research problem" Describe	L3	5	CO2
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	"Research are of several types" Elucidate with suitable example	L3	10	CO1
7	"There are several ways of conducting exploratory research". Analyse	L2	10	CO2
8	Briefly explain the various steps involved in designing a questionnaire.	L3	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				

9	For the below-mentioned scenario, laydown your recommendation of the most suitable type of research. Substantiate reason for your choice:
	• Exploratory
	• Descriptive
	• Causal
	  I. Tyre manufacturer is expecting recession in the next 2 years. The firm would like to know the changes that are to be made in the current marketing strategy so as to minimize the adverse effect of the company's performance on account of recession.
	  II. To identify a location for establishing a shopping mall.
	  III. To estimate demand for a product in an unknown territory.
	  IV. To estimate the demand for computer for the next 10years.
		L5	15	CO2

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MID TERM EXAMINATIONS – APRIL-2023

Batch: 2022-24   **Semester: I**

Sub Code and Name: 21MBA311 - MANAGERIAL ACCOUNTING
Max. Marks: 50   **Duration: 1.30 Hours**

	Course Outcomes (COs)
CO1	Understand and Appreciate Accounting Concepts and Conventions for preparation of Accounts and Prepare the Financial Statements of an Entity as per the applicable Accounting Standards
CO2	Analyze the accounting system to measure the values of Assets of the Entity
CO3	Deduce the Financial statements of an entity
CO4	Evaluate the various kinds of Costs and apply cost-reduction techniques.
CO5	Assess various emerging trends in Accounting.
	Cognitive Levels (CL)
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
	Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)			
1	**Write a short note on;** a. Convention of Conservatism b. b. Convention of Materiality	**L2**	**5**	**CO1**
2	From the following data, calculate the value of closing inventory according to FIFO method. 	**2023 January**	
1	Opening Stock 650 units @ Rs.22.50 each
4	Purchase 100 units @ Rs.25 each
10	Purchase 150 units @ Rs.24 each
20	Purchase 200 units @ Rs.25 each
2	Issue 260 units
7	Issue 450 units
12	Issue 100 units
25	Issue 150 units		**L3**	**5**	**CO2**

3	Enter the following transactions in the journal of Nagaraja for the month of March, 2023;
	   1st March: Nagaraja commenced business with a Cash Rs. 25,00,000, Stock worth Rs. 50,000 and Furniture with Rs. 20,00,000
	   5th March: Goods for ₹ 75,000 were destroyed by fire
	   15th March: Goods worth ₹ 4,000 and cash ₹ 6,000 were given away as charity.
	   25th March: Charge depreciation on Motor Car ₹ 30,000
	   30th March: Bought goods from Arun for ₹ 2,00,000 at a trade discount of 15% and cash discount of 10%.
		L3	**5**	**CO1**

4	Identify typical users of Financial Reports	**L2**	**5**	**CO1**

5	From the following ledger accounts balance prepare a Trial Balance of Choudhary Brothers as on 31.12.2022.	L3	5	CO1

1	Opening Stock	59840
2	Free hold premises	30000
3	Carriage Inwards	180
4	Carriage Outwards	200
5	Return Inwards	1600
6	Royalty	200
7	Capital	16000
8	Return Outwards	720
9	Bad debt Reserve	300
10	Commission Received	3000
11	Loan Taken	6000
12	Sales (Net)	66000

Section – B
Answer any two of the following questions. Each question carries ten marks. (10 x 2 =20)

6	List out all accounting concepts and describe any four accounting concepts in detail.	L2	10	CO1
7	From the following transactions prepare Accounting Equations 2022, October; 1st, Sharma commenced business with a capital of Rs. 50,00,000. 2nd, Purchased furniture worth Rs. 5,00,000. 6th, Purchased goods from MN Arora worth Rs. 8,00,000. 9th, Cash Sales Rs. 7,00,000. 11th, Sold goods to Karthik worth Rs. 4,00,000. 14th Goods destroyed by fire. Rs. 50,000. 24th, Cash withdrawn from business for personal use Rs. 20,000. 25th, Paid Salary Rs. 1,00,000 26th, Paid to MN Arora Rs. 7,00,000. 27th, Received from Karthik Rs. 3,00,000.	L3	10	CO1
8	Enter the following transaction in Three Column Cash Book in the Current Year; April 1: Commenced Business with cash Rs. 250000 April 4: Opened Bank account and Deposited Rs. 180000 April 10: Mr. Arun paid Rs. 49000 in full settlement of Rs. 50000 April 11: Bought goods for cash Rs. 10000 April 12: Bought Goods from Patil & Son's Rs. 15000 April 14: Drawn cheque for personal use Rs. 10000 April 15: Drawn cheque for office use Rs. 25000 April 16: Sold goods to Mr. Mani Rs. 20000 on credit April 16: Sold goods to Mr. Mohan Rs. 25000 on Cash April 17: Paid to Patil & Son's for a full settlement of Rs. 14500 by cheque April 18: Mr. Mani paid his settlement directly to bank account. April 22: Paid Salary Rs. 45000 and April 25: Received commission of Rs. 1000 April 28: Sold Goods and received cash Rs. 10000 and deposited into bank on same date	L3	10	CO2

9	Prepare trading and profit and loss account from the following information for the year ending 31-03-2023					L3	15	CO2

1	Opening Stock	15600	16	Insurance	400
2	Free hold premises	30000	17	Bad debt Reserve	300
3	Plant & Machinery	9000	18	Commission Received	3000
4	Wages	2000	19	Commission Paid	1000
5	Sundry Debtors	12000	20	Bad debts	300
6	Carriage Inwards	180	21	Office expenses	1500
7	Carriage Outwards	200	22	Salaries	2000
8	Factory expenses	1600	23	Traveling expenses	200
9	Royalty	200	24	Legal expenses	200
10	Purchase of Raw Material	15000	25	Cash at Bank	840
11	Factory rent	1400	26	Cash in hand	800
12	Capital	16000	27	Loan Taken	6000
13	Discount Allowed	800	28	Office Rent	800
14	Discount Received	720	29	Sales (Net)	66000
15	Sundry Creditors	4000			

Adjustments:

1. Closing Stock valued Rs. 38,000
2. Outstanding wages Rs. 200, and salaries Rs 200
3. Factory Rent includes Rs, 1000 for Office Rent
4. Provide Depreciation on Plant and Machinery @10%
5. Further bad debts for the business is Rs. 1000, and provide RDD @10% on debtors
6. A fire occurred on godwon and stock of value Rs. 2000 was destroyed by fire and Insurance company agreed to pay Rs. 1500.

Batch: 2022-24   **Semester: I**

Sub Code and Name:21MBA611- ORGANISATION BEHAVIOUR
Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Understand and appreciate the concept of organisational behaviour
CO2	Appreciate the basic conceptual understanding of Organisational Structures, Learning and Transformation
CO3	Apply the concepts of personality, perception, and learning in Organizations
CO4	Design the various motivational techniques and leadership models, and infer consequences of group behaviors in given organizational situations.
CO5	Explain the effectiveness of organizational change, development and transformation
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge
L4	Analyzing / Evaluating the concept of Knowledge
L5	Synthesis or Creating new knowledge

Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	Describe the application of Organizational Behaviour in Business.	L1	5	CO1
2	Explain in detail the importance of Project based organization structure	L2	5	CO2
3	"Values are the ideas and philosophy that influence and direct choices and actions of people". Elaborate the importance of values at the workplace.	L2	5	CO3
4	What is personality? What are the determinants of personality?	L1	5	CO3
5	Elaborate on the different types of Organisational Strategies	L2	5	CO2
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Explain the key elements of organizational Behaviour? Elaborate the various contributing disciplines for Organisation Behaviour.	L1	10	CO1
7	Explain briefly the elements of organisational design? Create a functional Organisation structure for any Organistion.	L3	10	CO2
8	"Different individuals have different thinking styles, beliefs, feelings and objectives". Elucidate the elements of Perceptual Process with examples	L1	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				
9	Mr. Ramesh along with his friends started a FMCG firm in Bangalore. The purpose was not mentioned, but it was said that there were best quality consumer products @ competitive prices. Work continued for five years. It was decided to implement the various aspects of organisation behaviour, but they were not clear on how to implement them and for what purposes. Advice Mr. Ramesh and his friends to design the following: 1. Draft Vision, Mission and Objectives. 2. Design the Organisation structure of the FMCG Firm. 3. Analyse and enlist the various values and ethics to be followed by the employees of the firm in general.	L4 L4 L3	5 5 5	CO1 CO2 CO3

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MID TERM EXAMINATIONS – APRIL-2023
Batch: 2022-24   Semester: I
Sub Code and Name: 21MBA811 -PRINCIPLES OF MANAGEMENT AND TEAM BUILDING
Max. Marks: 50   Duration: 1.30 Hours

	Course Outcomes (COs)			
CO1	Understand the importance of principles of management and being a Team Player and Demonstrate effective leadership and team management skills			
	Cognitive Levels (CL)			
L1	Remember / Recall the concept or Knowledge			
L2	Understanding the Concept of Knowledge			
L3	Application of the Concept of Knowledge			
L4	Analyzing / Evaluating the concept of Knowledge			
L5	Synthesis or Creating new knowledge			

Sl. No	Section – A	C L	Marks	COs
	Answer all the questions. Each question carries ten marks. (10 x 5 =50)			
1	Anju and Manju are good friends. Considering the fact that the activities involved in managing an enterprise are common to all organisations, after completing their masters in business management, both of them take up a job at managerial level in different organisations as per their individual areas of interest. Anju takes up a marketing job in a retail company and strives to increase sales whereas Manju joins an NGO and works diligently to realize her objective related to providing employment to specially abled persons. Both of them have to perform a series of continuous, composite, but separate functions. On some days, Anju spend more time in planning a future display layout and on another day, she may spend time in sorting out an employee's problem. Both Anju and Manju make conscious efforts to build a feeling of team spirit and coordination among diverse individuals with different needs to build a feeling of team spirit and coordination among diverse individuals with different needs who work under them. The effect of their management is noticeable in their respective departments as the targets are met according to plans, employees are happy and satisfied, and there is orderliness in its functioning rather than chaos. In context of the above case: What is Management and Identify the various functions of management highlighted in the above paragraph.	L2	10	CO1

2	Suhasini a home science graduate from a reputed college has recently done a cookery course. She wished to start her own venture with a goal to provide 'healthy food' at reasonable price. She discussed her idea with her teacher [mentor] who encouraged her. After anaylizing various options for starting her business venture, they shortlisted options Readymade and to make vegetable shakes sattu milk shakes .Then they both weighed the pros and cons of both the shortlisted options.
	    a) Name the function of management being discussed above and give any one of its characteristics.
	    b) Also briefly discuss ant three limitations of the functions discussed in the case.
		L2	10	CO1

3	Human Care Ltd. Deals in medical equipment business. They import goods from Korea and sell in domestic market. Recently the Korean company increased prices making goods expensive. India being price sensitive market will not accept the increased price. The Director of the company is thinking of options	L2	10	CO1

	of importing goods from other countries like Thailand and China. He is also thinking of purchasing goods from the existing supplier in Korea but without packing so that it is cheaper. He will save freight charges. All this will reduce the total cost and will enable him to make profits as before. 　　a) State what is the director of Human Care planning should do? 　　b) Mention what steps must be followed by Human Care to make sure that their objective of profit maximization is achieved.			
4	Sujatha Ltd manufactured water heaters. In the first year of its operations, the revenue earned by the company was just sufficient to meet its costs. To increase the revenue, the company analysed the reasons behind the less revenues. After analysis, the company decided: 　• To reduce the labour costs by shifting the manufacturing unit to a backward area where labour was available at a very low rate 　• To start manufacturing solar water-heaters and reduce the production of electric water heaters slowly. This will not only help in covering the risks but also help in meeting other objectives. a) Identify and explain the objectives of management discussed above. b) State any two values which the company wanted to communicate to society	**L2**	**10**	**CO1**
5	XYZ power Ltd. set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks .the demand of lanterns was increasing day by day, so the company decided to increase production to generate higher sales. For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees. 　i.　Identity and explain the objectives of management discussed above. 　ii.　State two values which the company wanted to communicate to the society.	**L2**	**10**	**CO1**

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MID TERM EXAMINATIONS – APRIL-2023

Batch: 2022-24   **Semester: I**

Sub Code& Name: 21MBA812-FOREIGN LANGUAGE

Max. Marks: 50   **Duration: 1.30 Hours**

Course Outcomes (COs)	
CO1	Demonstrate basic level proficiency in French language communication
Cognitive Levels (CL)	
L1	Remember / Recall the concept or Knowledge
L2	Understanding the Concept of Knowledge
L3	Application of the Concept of Knowledge

Sl. No	Section – A	C L	Marks	COs
	Traduisez en anglais. Each question carries One mark. (20 x 1 =20)			
1	Elles sont bonnes	L1	1	CO1
2	Il est laid	L1	1	CO1
3	Tu as un livre	L1	1	CO1
4	Aujourd'hui est vendredi	L1	1	CO1
5	Le drapeau est rouge	L1	1	CO1
6	Merci beaucoup	L1	1	CO1
7	Ils viennent de Paris	L1	1	CO1
8	Nous pouvons venir	L1	1	CO1
9	Le chat est petit	L1	1	CO1
10	Quatre-vingt - quatre	L1	1	CO1
11	Le stylo est noir	L1	1	CO1
12	Cinquante - neuf	L1	1	CO1
13	Je vais à l'école	L1	1	CO1
14	Elles aiment la glace	L1	1	CO1
15	Nous vendons notre maison	L1	1	CO1
16	Le sac est jaune	L1	1	CO1
17	Tex et Tammy vont à la fête	L1	1	CO1
18	Quinze	L1	1	CO1
19	Dimanche	L1	1	CO1
20	La voiture est verte	L1	1	CO1
	Section – B			
	Conjuguez les verbes suivants. Each question carries Two mark. (10 x 1 =10)			
1	Manuel..............(aller) au marché	L2	1	CO1
2	Je............... (venir) de l'Inde	L2	1	CO1
3	Vous.............(réussir) aux examens	L2	1	CO1
4	Lise et Chloe................(choisir) un gâteau	L2	1	CO1
5	Paul..............(parler) allemand	L2	1	CO1
6	Tu.............(pouvoir) lire les phrases	L2	1	CO1
7	Je........... (être) un garcon	L2	1	CO1
8	Bette et Tammy.............(regarder) la télévision	L2	1	CO1
9	Pourquoi est – ce que tu ne............(répondre) pas?	L2	1	CO1
10	Tu.............(entendre) la musique	L2	1	CO1

	Section – C			
	• **Écrivez en Français. Each question carries Two marks. (20 x 1=20)**			
1	I go to the beach	**L3**	**1**	**CO1**
2	She is forty eight years old	**L3**	**1**	**CO1**
3	Welcome	**L3**	**1**	**CO1**
4	There is a swimming pool	**L3**	**1**	**CO1**
5	Please (informal)	**L3**	**1**	**CO1**
6	Seventy - four	**L3**	**1**	**CO1**
7	He plays with his dog	**L3**	**1**	**CO1**
8	Goodbye	**L3**	**1**	**CO1**
9	Thirty -one	**L3**	**1**	**CO1**
10	Mercredi	**L3**	**1**	**CO1**
11	They sing very well	**L3**	**1**	**CO1**
12	See you in an hour	**L3**	**1**	**CO1**
13	Goodnoon	**L3**	**1**	**CO1**
14	The handkerchief is white	**L3**	**1**	**CO1**
15	You are strong (formal)	**L3**	**1**	**CO1**
16	Hundred	**L3**	**1**	**CO1**
17	See you tomorrow	**L3**	**1**	**CO1**
18	We are cute	**L3**	**1**	**CO1**
19	Ninety seven	**L3**	**1**	**CO1**
20	She has an umbrella	**L3**	**1**	**CO1**