



RASHTREEYA SIKSHANA SAMITHI TRUST®
RV INSTITUTE OF MANAGEMENT,
BANGALURU-5600041



(Autonomous Institution Affiliated to BCU)

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 car 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?



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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2023-25

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.
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	A new Startup that makes a wireless earbuds want to create a buzz online. Suggest how the company can apply levels of brand awareness and which communication tools the company can use to meet its goal.	L3	5	CO1
2	“HitFit” is an online fitness company which helps people to stay fit by providing personal online trainer and nutritionist, health drinks, health supplements. Since the brand is new in Indian market, suggest how the company can build the brand by using online marketing?	L3	5	CO1
3	Discuss about the key features of any three email marketing platforms that you are aware by highlighting its pros and cons.	L2	5	CO2
4	The ‘Aura’ company has sent 2000 emails to their email database, out of which only 1000 emails got delivered. Only 500 emails were open by the receiver, out of which 20 receiver clicked on the call for action. Calculate the email Open Rate and email Click Through Rate.	L3	5	CO2
5	A new restaurant wants to use Quick Response Code to improve its business. Explain how QR code works and how will it help them to improve their business.	L3	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Daryl has joined your company for the Business Immersion. Which platforms can be used for this purpose? Explain him the steps that he should follow to design a website for a Hospital. Suggest the elements of the website that the he should consider.	L3	10	CO1
7	Analyze how email marketing could be an effective tool for a small business.	L2	10	CO2
8	A local business is keen to use Location-based Services (LBS) to improve its efficiency and customer experience. Suggest few technologies that can be used for LBS as well as its application for the local businesses.	L3	10	CO3

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

9	<p>Zenith Fitness Apparel is a newly established brand specializing in premium activewear. Despite offering high-quality products, Zenith faced challenges in gaining visibility and establishing brand recognition within the competitive fitness apparel market. In a bid to increase brand awareness and engage with potential customers, Zenith implemented a strategic email marketing campaign. They curated visually appealing and informative emails showcasing their latest collections, exclusive promotions, and fitness tips. The emails were personalized based on customer preferences and behaviors, aiming to create a connection with recipients.</p> <p>The email campaign enabled Zenith to reach a wider audience beyond their existing customer base, driving traffic to their website and social media channels. Consistent and targeted email communication helped elevate Zenith's brand presence in the minds of fitness enthusiasts, leading to increased brand recognition. The personalized nature of the emails resulted in higher conversion rates, with recipients showing increased interest in Zenith's products and making purchases. Through email interactions, Zenith received valuable feedback and insights from customers, enabling them to refine their product offerings and marketing strategies. Answer the following questions.</p> <ul style="list-style-type: none"> a) How did Zenith Fitness Apparel design their email campaigns to increase their brand visibility? b) What strategies did Zenith employ ensure relevance to individual recipients, leading to higher engagement and conversion rates? c) How did Zenith track the success of their email marketing initiatives? d) How did Zenith enhance their marketing strategies for competitive activewear market? 	L3	3	CO2
		L3	3	CO2
		L3	4	CO2
		L3	5	CO2



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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2022-24

Semester: III

Sub Code & Sub 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

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	Discuss the various theories of personal selling	L3	5	CO1
4	Discuss the various ways of Controlling the Sales Force	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 relationship selling	L3	10	CO1
7	Explain the various types of channel integration with examples	L3	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	<p>An American company Firefly wants to introduce and sell its new range of antivirus software in India. In USA, they have an existing market and are a reasonably well-known brand. Thus their customers offer goes to IT portals and pay online and download the software.</p> <p>However, since they are unknown in India-Firefly decides to go the traditional channels way. Preloaded software and licenses are made available in DVD format and in placed in attractive cardboard box. Firefly takes out advertisement in popular IT magazines for promoting their products. In these advertisements,</p>	L4	15	CO3

	<p>they also give the names and contact details of distributors they appoint in 20 large Indian cities.</p> <p>After initial sale to the channels, repeat sales didn't take off. When the company enquired, the channels start complaining of low customer awareness and purchases.</p> <p>Question:</p> <ol style="list-style-type: none"> 1. What do you think is the problem in the case? 2. What should Firefly do to solve this problem and increase sales through channels? 3. Design the channel for distribution to Firefly and help them to improve their business in India. 			
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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2022-24

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

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 terms people, process and physical evidence in context of marketing mix for a doctor's chamber.	L1	5	CO1
2	Describe in detail the concept of a franchise. Give an example of a company that operates as a franchise in India.	L2	5	CO3
3	What does the term 3C analysis signify?	L2	5	CO2
4	Describe the five major dimensions of service quality. How will you measure service quality of a barber shop?	L2	5	CO2
5	What is meant by retailing? Explain the terms Stock keeping Unit.	L2	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Explain the gap model in service in context of a restaurant.	L1	10	CO1
7	What are the four basic targeting strategies in services? Explain the difference between branded house and house of brands taking an example. How will you segment customers of a apparel(clothes) selling store?	L3	10	CO2
8	Describe any 6 retail formats in detail giving an example for each in India.	L2	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				
9	<p>Mistakes are a critical part of every service. Hard as they try, even the best service companies can't prevent the occasional late flight, burned steak, or missed delivery. The fact is, in services, often performed in the customer's presence, errors are inevitable.</p> <p>But dissatisfied customers are not. While companies may not be able to prevent all problems, they can learn to recover from them. A good recovery can turn angry, frustrated customers into loyal ones. It can, in fact, create more goodwill than if things had gone smoothly in the first place. Consider how Club Med-</p>	L4	15	CO3

<p>Cancun, part of the Paris-based Club Méditerranée, recovered from a service nightmare and won the loyalty of one group of vacationers.</p> <p>The vacationers had nothing but trouble getting from New York to their Mexican destination. The flight took off 6 hours late, made 2 unexpected stops, and circled for 30 minutes before it could land. Because of all the delays and mishaps, the plane was en route for 10 hours more than planned and ran out of food and drinks. It finally arrived at 2 o'clock in the morning, with a landing so rough that oxygen masks and luggage dropped from overhead. By the time the plane pulled up to the gate, the soured passengers were faint with hunger and convinced that their vacation was ruined before it had even started. One lawyer on board was already collecting names and addresses for a class-action lawsuit.</p> <p>Silvio de Bortoli, the general manager of the Cancun resort and a legend throughout the organization for his ability to satisfy customers, got word of the horrendous flight and immediately created an antidote. He took half the staff to the airport, where they laid out a table of snacks and drinks and set up a stereo system to play lively music. As the guests filed through the gate, they received personal greetings, help with their bags, a sympathetic ear, and a chauffeured ride to the resort. Waiting for them at Club Med was a lavish banquet, complete with mariachi band and champagne. Moreover, the staff had rallied other guests to wait up and greet the newcomers, and the partying continued until sunrise. Many guests said it was the most fun they'd had since college.</p> <p>In the end, the vacationers had a better experience than if their flight from New York had gone like clockwork. Although the company probably couldn't measure it, Club Méditerranée won market share that night. After all, the battle for market share is won not by analyzing demographic trends, ratings points, and other global measures but rather by pleasing customers one at a time.</p> <p>Opportunities for service recovery abound. Any problem that employees who are close to the customer can discover and resolve is a chance to go beyond the call of duty and win a customer for life. We're not talking about gas leaks in Bhopal or Tylenol poisonings, which threaten large-scale damage and demand top management's attention. We're talking about mistaken billings and late deliveries, the seemingly small issues that can ignite a person's temper. The stuff angry letters to the chief executive are made of.</p> <p>It's tempting to dismiss the occasional problem as petty and complaining customers as cranks, but managers should resist those easy outs. No business can afford to lose customers, if only because it costs much more to replace a customer than it does to retain one—five times more, most industry experts agree. Companies that alienate and frustrate their customers will soon have none left to bother them. Those that go out of their way to please customers will soon have many more.</p> <p>Good recoveries from service problems do happen, but usually because some exceptional individual like de Bortoli takes the initiative to solve a customer's problem. Companies should not depend on such rare instances of resourcefulness. They should take steps to ensure that everyone in the organization has the skill, motivation, and authority to make service recovery an integral part of operations.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Explain how the manager of the resort recovered from the failed service. 2. Why is service recovery important? Why should service recoveries be considered as an opportunity? 			
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MID TERM EXAMINATIONS – AUGUST-2024

Batch: 2022-24

Semester: IV



Sub Code and Name: 21MBA141- INTEGRATED MARKETING COMMUNICATION

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Explain IMC tools to develop IMC plan and distinguish between different types of Ad agencies.
CO2	Design creative strategy and develop a media plan.
CO3	Develop objectives and examine various budgeting methods for IMC campaign.
CO4	Classify various methods of measuring IMC performance and advertising law.
CO5	Explain emerging trends in advertising. Course content and structure
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 and demonstrate various components in print advertisement by drawing an Ad for a new brand “RUSTIC STUDIO” that provides clay moulding experience to the participants through an inspiring workshop with a cafe and to shop readymade clay items.	L3	5	CO2
2	How the rate for space in the newspaper is determined? If each column inch of depth in newspaper contains 14 agate lines and if an Ad is 2 column wide by 20 inches deep, the number of lines in the Ad would be how many agate lines? Calculate.	L2	5	CO2
3	Describe the process of establishing advertising goals using DAGMAR.	L2	5	CO3
4	The MumSet company is introducing Teethsi, a natural teething toy made of non-toxic rubber that is free of BPA and comes in six fruity flavours. Establish marketing communication objectives for 1 year considering AIDA and communication effect pyramid by using the framework given below:			
	Marketing Objectives	AIDA	Communication objectives	Useful communication tools
	Launch ‘organo slim’ in 95% of the weight loss markets.	Awareness		
	Build an herbal image for the brand and get 80% of the retail outlets to start stocking atleast 10 units of ‘Organo Slim’.	Interest		
		Desire		
	Capture 5% market share for the brand.	Action		
5	What are different types of advertising agencies? Discuss with their advantages and disadvantages.	L2	5	CO1

Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Define Advertising budget? Discuss theoretical approach for establishing the Ad budgeting.	L2	10	CO3
7	Explain IMC planning process in detail.	L2	10	CO1
8	Discuss about various advertising appeal and execution style? Explain with example of each.	L3	10	CO2
Section – C				
Case Study – Compulsory (1 x15=15)				
9	<p>Urban Company is celebrating its ninth anniversary in India, establishing itself as a leader in the nationwide home services industry. Over the past nine years, the company has undergone a journey characterised by innovation, and is delivering services to millions of customers at their doorsteps. In 2023, they started a conversation with their film, “Chhota Kaam.” The ad eloquently champions the dignity of work, highlighting the pride professionals take in delivering exceptional services by emphasizing respect and pride in one's craft during a conversation with an innocent kid who perceives that if one doesn't studies well, they have to do menial work in the society they live.</p> <p>The following year for Women's Day, they took an intersectional approach to talk about the dignity of labour for their women professionals specifically belonging to the Spa category. The film follows the journey of a young masseuse who unpacks the stigma surrounding her profession. The film follows the journey of a young Spa professional who comes home to an angry younger brother. The “bade bhaiyyas” in the building have supposedly ridiculed him because his sister is a massage therapist. She then proceeds to unpack this bias and make him understand the systemic stigma that results in this prejudice.</p>   <p>Questions:</p> <ol style="list-style-type: none"> 1. What is advertiser trying to convey through this Ad? Decode the message of "Chhota Kaam" Campaign from Urban Company. 2. Do you think this advertisement was able to create the impact in the society to change the mindset? Discuss your viewpoint and provide compelling arguments. 3. Which advertising appeal and execution style has been used for executing this advertising message? 		15	
		L4	5	CO3
		L4	5	CO2
		L4	5	CO2



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MID TERM EXAMINATIONS- AUGUST- 2024

Batch: 2022-24

Semester: IV

Sub Code and Name: 21MBA142 – BUSINESS AND SOCIAL MARKETING

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Understand and appreciate the environment of B2B Marketing & managing relationships in Business Marketing
CO2	Build business marketing strategy & analyse Customer Relationship Management practices to build B2B brand
CO3	Demonstrate skills to formulate implementable marketing strategies in the area of pricing and Promotion of B2B products and services.
CO4	Analyze the Social Marketing environment and evaluate various social marketing strategies approved by the Business firms
CO5	Understand and appreciate the various Social Marketing Projects in India
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 briefly the different types of customers in Business Marketing with suitable examples	L2	5	CO1
2	Classify the various Industrial Products and Services.	L2	5	CO1
3	Exhibitions and tradeshow act as a catalyst to promote Industrial products and services” Elucidate	L4	5	CO2
4	Elucidate the role of Distribution channels in reaching out to the target audience. List and explain the types of Industrial middlemen.	L3	5	CO2
5	What is e- market place? List and explain the different types of e-marketplaces with suitable examples.	L3	5	CO2
Section – B				
Answer any TWO of the following questions. Each question carries Ten marks. (10 x 2 =20)				
6	How is the Industrial Product life cycle different from the consumer product life cycle? Explain the stages in the Industrial Product life cycle.	L3	10	CO2
7	Discuss the various elements of Webster and Wind model of Organizational Buying Behavior.	L2	10	CO1
8	Discuss the role of digital marketing and e-commerce in influencing the design and implementation of business marketing channels.	L4	10	CO3

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

9	<p>Sachin and Virag are two enterprising youths. They have passed out from IIM, Bangalore. They thought instead of doing a job, they would launch fresh vegetables in Indian markets. Having learnt of the future of conventional foods, they decided to venture into the cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fundraising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for a supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashta Vinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and are a perishable food.</p> <p>Questions</p> <ol style="list-style-type: none"> 1. How will you advise Sachin and Virag, on how to increase consumer awareness about this new food? 2. What would be your suggestions for a distribution channel for mushrooms? 	L4	15	CO2
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MIDTERM EXAMINATION – APRIL- 2023

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

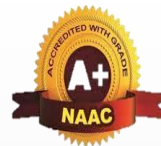
Sl. No	Section – A	C L	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	What is the nature of communication and its role in today's corporate structure?	L2	5	CO1
2	State difference between oral and written communication.	L2	5	CO1
3	What is formal 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	<p>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.</p> <p>Questions:</p> <p>(a) Draft a letter to the international client pacifying them and assuring them of the best services going forward.</p> <p>(b) Also prepare an internal communication to the manager of the concerned department asking for an immediate explanation.</p>	L4	15	CO4



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MID TERM EXAMINATIONS – APRIL-2023

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, 1 green 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.		L1	10	CO1	
	City Name	No. of Families (in lakhs): X				Sale of automobiles (in ‘000): Y
	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.					

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. <table border="1"><thead><tr><th>J1</th><th>J2</th><th>J3</th></tr></thead><tbody><tr><td>1</td><td>3</td><td>3</td></tr><tr><td>6</td><td>5</td><td>1</td></tr><tr><td>5</td><td>8</td><td>1</td></tr><tr><td>10</td><td>4</td><td>4</td></tr><tr><td>3</td><td>7</td><td>6</td></tr><tr><td>2</td><td>10</td><td>8</td></tr><tr><td>4</td><td>2</td><td>1</td></tr><tr><td>9</td><td>1</td><td>9</td></tr><tr><td>7</td><td>6</td><td>1</td></tr><tr><td>8</td><td>9</td><td>2</td></tr></tbody></table> Use correlation co efficient to determine which pair of judges were more consistent	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	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																																			
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 <table border="1"><thead><tr><th>mileage (km/charge)</th><th>100 - 120</th><th>120 - 140</th><th>140 - 160</th><th>160 - 180</th></tr></thead><tbody><tr><td>Number of Scooters</td><td>7</td><td>12</td><td>18</td><td>13</td></tr></tbody></table> 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	mileage (km/charge)	100 - 120	120 - 140	140 - 160	160 - 180	Number of Scooters	7	12	18	13	L2 L3 L4	15	CO1																							
mileage (km/charge)	100 - 120	120 - 140	140 - 160	160 - 180																																	
Number of Scooters	7	12	18	13																																	



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



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MID TERM EXAMINATIONS – AUGUST-2024

Batch: 2022-24

Semester: IV

Sub Code and Name: 21MBA241-INTERNATIONAL BUSINESS

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)

CO1	Describe the relationships between international business and the political; economic; legal and social policies of countries; regions and international institutions.
CO2	Comprehends the complexities of international business both home country and host country.
CO3	Understand and appreciate the impact of functioning of international organizations and trading blocks in the global economy
CO4	Analyze the role and impact of international theories on International Business
CO5	Explore the various contemporary developments in the field of international 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	Describe the Elements of International Business? State few of the benefits of International business.	L2	5	CO1
2	Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and other capabilities acquired by man as a member of society.”- Elaborate	L3	5	CO1
3	Elaborate any TWO trade theories followed in international trade. State the importance of the trade theories.	L2	5	CO2
4	“Export contracts is a sum total of terms and conditions with importer and exporter”- Elaborate the elements of Export Contract	L2	5	CO3
5	Draft in brief the process followed for the export of Gems and Jewellery from India	L5	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	Elaborate any THREE Modes of entry into International business in today’s world with examples.	L2	10	CO1
7	Write a short note on the following (a)FEMA (b) Ethics in International Business	L1	10	CO3 CO2
8	Compare and contrast the most common methods of payments in international trade? With examples	L2	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				
9	Trade relations with Russia-Opportunities for India India and Russia have a long-standing history of diplomatic and economic relations. India and Russia have been engaged in trade since the 1950s, with sectors like defense, energy, and pharmaceuticals being the primary contributors. Over the years, the trade volume between the two nations has fluctuated due to	L4	15	CO3

<p>various factors, including geopolitical dynamics, economic policies, and global market trends.</p> <p>Despite the potential for growth, the trade volume between India and Russia has remained relatively modest. In 2020, the bilateral trade stood at around \$8.7 billion, with India's exports to Russia accounting for approximately \$2.3 billion and imports from Russia around \$6.4 billion. Energy plays a crucial role in the trade relations between India and Russia. India relies on Russia for the supply of crude oil, petroleum products, and natural gas. However, diversification of energy sources and reducing dependency on a single supplier remains a challenge for India.</p> <p>Defense has been a significant aspect of the bilateral relationship. India has been importing defense equipment from Russia, including aircraft, tanks, and missiles. However, the challenge lies in expanding this cooperation to joint ventures, technology transfer, and co-production. Both countries have expressed interest in collaborating on infrastructure projects. However, challenges such as bureaucratic hurdles, legal frameworks, and financing constraints need to be addressed to enhance cooperation in this sector.</p> <p>Geopolitical considerations, including regional conflicts and strategic alliances, have the potential to impact trade relations between the two nations. These factors may lead to trade disruptions or impose restrictions on certain sectors. Both countries need to diversify their trade baskets and reduce their dependence on a few commodities. India, for instance, should explore opportunities to export a wider range of products to Russia, beyond traditional sectors like pharmaceuticals. Non-tariff barriers, such as technical regulations, standards, and certification requirements, can pose challenges for trade. Harmonization of standards and simplification of trade procedures can facilitate smoother trade flows.</p> <p>Improving transportation and logistics infrastructure is crucial to enhance trade connectivity between India and Russia. The development of efficient air, rail, and sea routes can reduce transit times and costs. Cultural and language barriers can hinder effective communication and understanding between Indian and Russian businesses. Bridging these gaps through cultural exchanges, language training programs, and business networking platforms can foster better trade relations.</p> <p>While the trade relations between India and Russia hold immense potential, various challenges need to be addressed to deepen and diversify the bilateral trade. Overcoming geopolitical hurdles, expanding cooperation beyond traditional sectors, addressing trade barriers, improving connectivity, and fostering cultural understanding are key steps towards enhancing trade relations. Both countries can leverage their strategic partnership and explore new avenues of collaboration to create a mutually beneficial trade environment.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. What are the challenges India faces in diversifying its energy sources and reducing dependency on Russia? 2. How does defence cooperation impact the trade relations between India and Russia? 3. What are the potential areas of collaboration and challenges in expanding defence cooperation between the two countries? 			
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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2023-25

Semester: I

Sub Code and Name: 23MBA111 - MARKETING MANAGEMENT

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)

CO1	Demonstrate conceptual knowledge in the functional area of Marketing Management
CO2	Recognize and appreciate the role of STP framework in marketing
CO3	Understand and apply the Marketing mix strategies
CO4	Interpret the Consumer Behavior Process and Customer Relationship Management in a holistic manner
CO5	Explore the Contemporary trends in 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	CL	Marks	COs
Answer any THREE of the following questions. Each question carries five marks. (5 x 3 =15)				
1	Elaborate the terms Holistic marketing. Explain the components of Holistic marketing?	L2	5	CO1
2	Artificial intelligence marketing is a method of leveraging customer data and AI concepts like machine learning to anticipate your customer's next move and improve the customer journey- Justify	L5	5	CO2
3	Suppose you're analyzing the Indian FMCG market and notice that a leading detergent brand positions itself as the most eco-friendly option, while another brand focuses on affordability. Considering this scenario, evaluate the effectiveness of these positioning strategies in capturing market share and satisfying consumer demands?	L4	5	CO2
4	Enumerate the list of key indicators that suggest a product may be entering the decline stage of its life cycle?	L1	5	CO3
5	What is "Product Mix"? Explain the product dimensions with reference to HUL products in India.	L2	5	CO3
Section – B				
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)				
6	"The marketer must watch the changing environment and must adapt their marketing strategies to environmental developments and changes"- Justify	L5	10	CO1
7	Describe the concept of market segmentation, and outline the various types of market segmentation, using a real-world scenario?	L2	10	CO2
8	Analyze the pricing strategies of different competitors in the fast-food industry and identify the factors influencing their pricing decisions?	L4	10	CO3
Section – C				
Case Study – Compulsory (1 x15=15)				
9	<u>Ola Innovative Business Model-</u> Ola, India's leading ride-hailing platform has revolutionized urban transportation since its inception in 2010. With a presence in over 250 cities and millions of users, Ola's success can be attributed to its adept segmentation, targeting, and positioning strategy, which			

	<p>enables the company to cater to diverse customer segments while maintaining a strong market presence. Ola, originally known as Ola Cabs, is a successful Indian ride-hailing company that has revolutionized the cab booking industry. The success story of Ola is a result of the visionary thinking and perseverance of its co-founder, Bhavish Aggarwal. The name “Ola” was derived from the Spanish word “Hola” meaning “Hello” or greetings. Before diving deeper, let’s have a brief overview of the company. The successful journey of Ola has been marked by rapid growth, strategic partnerships, and innovations. It introduced features like Ola Money, a digital payment solution, and Ola Share, a carpooling service aimed at reducing traffic congestion and promoting eco-friendly transportation options. In addition to ride-hailing, Ola ventured into other segments like food delivery (Ola Foods) and electric vehicle infrastructure (Ola Electric). Ola Electric gained attention for its plans to build a network of electric vehicle charging stations and develop electric two-wheelers. Ola’s success can be attributed to various factors such as its user-friendly app, wide availability of cabs, competitive pricing, and focus on customer satisfaction. We will dig deeper into these factors in the next section. Ola employs a dynamic pricing model (surge pricing) during peak demand times. This feature incentivizes more drivers to come online; ensuring passengers can find rides even during busy periods. Ola has expanded beyond urban areas, providing transportation services to underserved and remote regions. Thereby, it enhanced mobility and connectivity.</p> <p>Thus, Ola’s innovative business model leverages technology, data, and a decentralized workforce to transform the transportation industry. It aims to provide affordable and convenient ridesharing services to a wide range of customers. Ola has a digital wallet called “Ola Money.” Users can add funds to their Ola Money wallet. You can use it to pay for rides, food orders, and other services within the Ola ecosystem. Ola earns money through transaction fees and by investing the funds in the wallet. In 2018, Ola launched its "Share Express" service in Bangalore, targeting daily commuters traveling on popular routes during peak hours. The service offered fixed-route, fixed-fare shared rides in air-conditioned shuttles, providing commuters with an affordable, comfortable, and reliable transportation alternative to crowded buses and expensive cabs. By leveraging technology and data analytics to optimize route planning, capacity management, and pricing, Ola successfully addressed the specific transportation needs of urban commuters, reducing congestion, pollution, and travel time, while also expanding its customer base and market share in the city.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Having seen the success stories of OLA, elaborate the Segmentation, Targeting and Positioning process adopted by the firm. 2. How has dynamic pricing model (surge pricing) during peak demand times helped OLA in increasing its growth? 3. What is market Disruption? Summarize the important business services of OLA seen as a part of market Disruption. 			
		L3	5	CO3
		L2	5	CO3
		L1	5	CO3



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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2023-25

Semester: I

Sub Code and Name: 23MBA211 – APPLICATION OF STATISTICS IN BUSINESS

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)

CO1	Solve problems involving central tendency in various contexts such as business, science, and social sciences.
CO2	Apply & Compute the concepts of dispersion, skewness, and kurtosis to real-world business problems and draw meaningful insights about their characteristics.
CO3	Analyze relationships between variables and make predictions based on data
CO4	Demonstrate the knowledge and skills needed to work with probability, probability distribution, and their applications across various disciplines
CO5	Conduct hypothesis tests effectively, draw meaningful conclusions, and contribute to evidence-based decision-making in various fields

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	List the differences between Correlation and Regression with suitable examples	L2	5	CO3																		
2	The median of the distribution is found to be 46. Find the missing frequencies.	L3	5	CO1																		
	<table><tr><td>C.I</td><td>10-20</td><td>20-30</td><td>30-40</td><td>40-50</td><td>50-60</td><td>60-70</td><td>70-80</td><td>Total</td></tr><tr><td>F</td><td>12</td><td>30</td><td>x</td><td>65</td><td>y</td><td>25</td><td>18</td><td>229</td></tr></table>				C.I	10-20	20-30	30-40	40-50	50-60	60-70	70-80	Total	F	12	30	x	65	y	25	18	229
	C.I				10-20	20-30	30-40	40-50	50-60	60-70	70-80	Total										
F	12	30	x	65	y	25	18	229														
3	The Median, Mode, and coefficient of skewness for a certain distribution are respectively 17.4, 15.3, and 0.35. Calculate the coefficient of variation.	L3	5	CO2																		
4	Write a note on i) Skewness ii) Kurtosis iii) Dispersion iv) Covariance	L2	5	CO2																		
5	A computer while calculating the correlation coefficient between two variables X and Y from 25 pairs of observations obtained the following results: N = 25; $\Sigma X = 125$; $\Sigma X^2 = 650$; $\Sigma Y = 100$; $\Sigma Y^2 = 460$; $\Sigma XY = 508$ It was, however, discovered at the time of checking that two pairs of observations were not correctly copied. They were taken as (6, 14) and (8, 6) while the correct values were (8, 12) and (6, 8). Prove that the correct value of the correlation coefficient should be $2/3$.	L4	5	CO3																		

Section – B														
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)														
6	What do you mean by Measures of central tendency? Explain briefly the differences between the basic measures of central tendency.									L2	10	CO1		
7	Find the upper and lower quartiles, 4 th Decile, and 58 th percentile for the following data									L3	10	CO2		
	C. I	0-10	10-20	20-30	30-40	40-50	50-60	60-70						
	F	5	9	11	8	21	10	15						
8	Calculate the Rank correlation for the following data and comment on the results.									L3	10	CO3		
	X	10	12	10	8	15	12	10	8				16	10
	Y	21	89	15	47	21	49	89	21				15	85
Section – C														
Case Study – Compulsory (1 x15=15)														
9	a) Particulars regarding the income of the two villages are given below:									L4	8	CO2		
			Village											
			A	B										
	No. of people	600	600											
	Average income	175	186											
	Variance of income	100	81											
	a) In which village is the variation in the income greater?									L4	7	CO3		
	b) What is the total income of both the villages put together?													
	c) What is the average income of the people of both the villages put together?													
	d) What is the combined standard deviation?													
b) The following data relate to marks obtained by 250 students in Accountancy and Statistics in M.Com. Examination of a University:														
Subject		Arithmetic Mean		Standard Deviation										
Accountancy (x)		48		4										
Statistics (y)		55		5										
The coefficient of correlation between marks in Accountancy and Statistics is +0.8.														
Draw the two lines of Regression and estimate the marks obtained by a student in Statistics who secured 50 marks in Accountancy.														



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MID TERM EXAMINATIONS – APRIL-2024

Batch: 2023-25

Semester: I

Sub Code and Name: 23MBA212- ECONOMICS FOR MANAGERS

Max. Marks: 50

Duration: 1.30 Hours

Course Outcomes (COs)	
CO1	Analyze consumer behavior, forecast demand, and apply managerial economics principles in making informed business decisions.
CO2	Apply the knowledge of production functions, cost concepts, and cost computation for optimizing production efficiency and cost management.
CO3	Compare different market structures, their pricing mechanisms, and equilibrium conditions and their role in maximizing business performance.
CO4	Examine the key concepts such as national income measurement, Keynesian theory, inflation, and money supply, and their inter-relationships in the functioning of the economy.
CO5	Explain how global macroeconomic policies, including fiscal and Exim policies, union budget, business cycles, and international monetary systems, impact the economy and guide decision-making in the global economic landscape
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 nature and scope of managerial economics	CO1	5	L2																								
2	Distinguish between Cardinal and Ordinal approach of Utility analysis	CO1	5	L2																								
3	Compute TFC, TVC, AFC, AVC, AC & MC from the following data	CO2	5	L3																								
	<table><tr><td>Q</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>TC</td><td>240</td><td>310</td><td>370</td><td>420</td><td>460</td><td>490</td><td>510</td><td>534</td><td>600</td><td>735</td><td>940</td></tr></table>				Q	0	1	2	3	4	5	6	7	8	9	10	TC	240	310	370	420	460	490	510	534	600	735	940
	Q				0	1	2	3	4	5	6	7	8	9	10													
TC	240	310	370	420	460	490	510	534	600	735	940																	
4	Explain any two qualitative methods used popularly for demand forecasting	CO1	5	L1																								
5	Enumerate the factors that affect demand.	CO1	5	L2																								
Section – B																												
Answer any TWO of the following questions. Each question carries ten marks. (10 x 2 =20)																												
6	Illustrate and explain the short-run production function/ Law of variable proportions.	CO2	10	L2																								
7	Explain the Equimarginal Utility analysis with a graph	CO1	10	L1																								
8	Write short notes on any two of the following a. Veblen’s Effect b. Giffins Paradox c. Demonstration Effect	CO1	10	L2																								
Section – C																												
Case Study – Compulsory (1 x15=15)																												
9	Fit a straight-line trend for the following data using the method of least squares and estimate the sales for 2026. Plot the values on a graph	CO1	15	L4																								
	<table><tr><td>Year</td><td>2016</td><td>2017</td><td>2018</td><td>2019</td><td>2020</td><td>2021</td><td>2022</td><td>2023</td></tr><tr><td>Sales</td><td>80</td><td>90</td><td>92</td><td>83</td><td>94</td><td>99</td><td>92</td><td>104</td></tr></table>				Year	2016	2017	2018	2019	2020	2021	2022	2023	Sales	80	90	92	83	94	99	92	104						
	Year				2016	2017	2018	2019	2020	2021	2022	2023																
Sales	80	90	92	83	94	99	92	104																				