



21MBA111

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

First Semester MBA Semester End Examinations, May/June- 2023

Subject Name: Marketing Management

Time: 3 Hours

Maximum Marks:100

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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	Define the term 'marketing management'. What is the importance of marketing for society/consumers and organizations? Discuss briefly.	L2	5	CO1
2	Define the meaning and characteristics of services.	L2	5	CO3
3	What is the benefits of packaging? What type of packaging would you recommend in the following cases and why? (i) Sea food for exports (ii) Premium ink pen	L3	5	CO3
4	Explain four types of consumer buying decisions with a neat diagram.	L2	5	CO4
5	How companies are using virtual reality, augmented reality and artificial intelligence? Give example for each.	L2	5	CO5
6	Describe the holistic marketing approach in brief.	L2	5	CO1
7	Define 'targeting' in marketing. Which target marketing strategy will be suitable for the following and why? a) Firm A plans to promote same soft drink brand to the entire market segment. b) Firm B plans to promote footwear brands to several different market segments. c) Firm C plans to promote a shaving cream brand only to one or few small segments. d) Firm D plans to promote customized smartphone accessories for individual customers.	L3	5	CO2
8	Briefly discuss 'perceptual mapping' with example.	L2	5	CO2
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	There are competing marketing orientation/philosophies that strongly influence the role of marketing and marketing activities within an organization. Discuss these marketing philosophies in detail.	L2	10	CO1
10	Your company has decided to launch toothpaste in personal care segment in Andhra Pradesh next month. Suggest the bases for segmentation for toothpaste? Justify your answer.	L4	10	CO2
11	Discuss various stages of PLC and identify at what stage of PLC is the following	L3	10	CO3



21MBA111

	product in the Indian market and accordingly suggest suitable strategies for the product: Mobile Phone.			
12	Using a suitable example, explain network marketing and affiliate marketing.	L2	10	CO5
13	What are various functions of a distribution channels? Which distribution strategy would you suggest for the following and why? a) FMCG goods b) Designer handcrafted footwear (only order-made) c) Premium watches	L3	10	CO3
14	An Internationally known health club is planning to launch in India. Being a marketing head of the firm, design an Integrated Marketing Communication strategy to ensure a successful launch in India.	L4	10	CO3
15	What do you mean by 'consumer behaviour'? Discuss various stages of consumer buying process in detail.	L2	10	CO4

Section – C

Case Study – Compulsory (1 x 20=20)

16	<p>Hero corporation is a leading multinational consumer goods company that manufactures and sells a wide range of products. The company operates in various countries and faces several marketing management challenges. Hero corporation has been experiencing declining market share and stagnant sales in recent years. The company's management has identified several key challenges that need to be addressed to revitalize the brand and improve performance.</p> <p>It has a diverse product portfolio, including personal care products, household items, and food products. However, some of its products are underperforming, while others face intense competition. The company needs to evaluate its product offerings and make strategic decisions regarding product development, launch, and discontinuation.</p> <p>Its brand image has been eroded over time due to inconsistent marketing messages and product quality issues. Consumers perceive the brand as outdated and lacking innovation. The company needs to develop a comprehensive brand revitalization strategy to reposition itself in the market and regain consumer trust.</p> <p>It has traditionally targeted a broad customer base, without focusing on specific market segments. As a result, its marketing efforts lack relevance and fail to connect with consumers effectively. The company needs to conduct market research and identify lucrative market segments where it can create a stronger brand presence.</p> <p>Hero Corporation's marketing activities have predominantly relied on traditional channels, such as television and print advertising. However, with the rise of digital platforms and changing consumer behavior, the company needs to embrace digital marketing and explore innovative ways to engage with its target audience.</p> <p>Hero Corporation's pricing strategy is inconsistent and lacks a clear value proposition. The company needs to evaluate its pricing structure, taking into account the competitive landscape, cost structures, and customer perceptions. Developing a coherent pricing strategy will help the company position its products effectively in the market.</p>			
	1. Identify and explain two reasons why Hero Corporation's brand image has been eroded over time.	L5	6	CO5
	2. Suggest three potential market segments that Hero Corporation could target to enhance its marketing efforts. Justify your choices.	L5	7	CO5
	3. Provide two examples of how Hero Corporation can leverage digital platforms to engage with its target audience effectively.	L5	7	CO5



21MBA131

Subject Code: 21MBA131

--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

Third Semester MBA Semester End Examinations, May/June- 2024**Subject Name: APPLICATIONS OF DIGITAL MARKETING****Time: 3 Hours****Maximum Marks: 100**

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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	State the four levels of brand awareness.	L1	5	CO1
2	A Fintech company has maintained a customer database of 10,000 customers. They have sent 6000 emails of a new fintech product to selected customers. Only 3000 emails got delivered as the emails were not updated by the company. Only 1000 emails were open by the customers, out of which 100 receiver clicked on the call for action to know more about the fintech product. Calculate the email Open Rate and email Click Through Rate.	L3	5	CO2
3	How do QR Codes Work? What are the advantages of using QR Codes?	L2	5	CO3
4	Briefly describe Opt-in List and its types.	L2	5	CO2
5	What are the benefits and drawbacks of using Location based Services?	L1	5	CO3
6	Discuss the strategies to identify job opportunities on LinkedIn.	L2	5	CO4
7	Why Instagram is a better platform for small businesses?	L3	5	CO4
8	How does bloggers earn money? Discuss.	L3	5	CO5
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	Write down the steps to create a website and describe all designs and elements of a website.	L1	10	CO1
10	What are the key steps involved in optimizing engagement and conversion rates within email marketing campaigns? Discuss.	L2	10	CO2
11	How can the integration of augmented reality (AR) features in mobile social marketing applications enhance user engagement and drive conversion rates? Provide examples of successful implementations.	L3	10	CO3
12	Analyze the LinkedIn platform features to create professional profile and discuss strategies for maximizing profile visibility and networking effectiveness.	L3	10	CO4



21MBA131

13	Analyze the effectiveness of instagram versus facebook for promoting small business. How do the platforms vary in terms of engagement, reach, and conversion rates for your products or services?	L5	10	CO4
14	Analyze the key factors driving the success of blogging even today? How do these blogs effectively sustain reader engagement and authenticity over time?	L4	10	CO5
15	Healthy Habits Wellness Center has recently launched a new website and is looking to increase online visibility and attract potential clients through article marketing. The marketing team has developed a content strategy focused on creating informative and engaging articles related to health, wellness, and holistic living. Analyze the potential impact of article marketing on establishing the center as a trusted authority in the wellness industry and possible challenges the center may face in implementing its article marketing strategy	L4	10	CO5
<p style="text-align: center;">Section – C Case Study – Compulsory (1 x20=20)</p>				
16	<p>"Glowing Gardens" is a boutique plant nursery specializing in rare and exotic houseplants. Located in a trendy urban neighborhood, the nursery has gained a loyal local customer base through word-of-mouth referrals and community events. However, the company aims to expand its reach and attract a broader audience of plant enthusiasts through social media marketing.</p> <p>With the increasing popularity of houseplants and gardening on social media platforms, "Glowing Gardens" sees an opportunity to leverage social media marketing to grow its business. The marketing team has decided to develop a comprehensive social media strategy to showcase the nursery's unique offerings, engage with plant lovers, and drive foot traffic to the store.</p> <p>Questions:</p> <p>a) How can "Glowing Gardens" develop a social media marketing strategy that effectively showcases its rare and exotic houseplants while resonating with its target audience? Consider factors such as content types, posting frequency, and platforms selection.</p> <p>b) What types of content should "Glowing Gardens" prioritize to engage with plant enthusiasts on social media platforms? Provide examples of creative and engaging content ideas tailored to the company's niche market.</p> <p>c) Discuss strategies for encouraging user-generated content and building relationships with influencers or brand advocates.</p> <p>d) What key performance indicators (KPIs) should "Glowing Gardens" track to assess the effectiveness of its social media marketing efforts?</p>	L5	05	CO4
		L5	05	CO4
		L5	05	CO4
		L5	05	CO4



21MBA132

Subject Code: 21MBA132

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

Third Semester MBA Semester End Examinations, May/June- 2024**Subject Name: SALES & DISTRIBUTION MANAGEMENT****Time: 3 Hours****Maximum Marks: 100****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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	“Having a very effective marketing channel is a must for the success in fast moving consumer goods market”. Comment.	L2	5	CO1
2	What do you mean by sales quota? Explain the different types of quotas?	L2	5	CO2
3	Discuss and elaborate ‘Intensive, Selective and Exclusive’ distribution strategies, with appropriate examples.	L3	5	CO3
4	Discuss the various methods of remunerating sales people.	L3	5	CO3
5	Write a note on the role of Supply Chain Management in Business operation.	L3	5	CO4
6	Explain the different types of intermediaries involved in Market channel and their role in the system?	L4	5	CO3
7	Discuss the skills required for a successful sales person in the present market condition.	L3	5	CO2
8	Explain the role of ECR in Logistics?	L3	5	CO5

Section – B**Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)**

9	What are the steps involved in selling process? Why each stage is critical for sales closing. Explain each stage with suitable examples?	L3	10	CO1
10	Explain the various factors influencing the Distribution system in the international markets?	L2	10	CO4
11	What is Retailing? How does the use of technology enhances the efficiency of retail business?	L3	10	CO5
12	What is sales territory? How sales territory is developed? Explain the importance of Sales territory management?	L2	10	CO2
13	Discuss performance evaluation criteria used in evaluating sales people.	L2	10	CO3



21MBA132

14	Write Short Notes on: a. RFID b. Impact of GST on pricing c. ONDC d. CPFR	L1	10	CO5
15	Design a Training programme for the sale force team handled by you in an organization.	L5	10	CO3
Section – C Case Study – Compulsory (1 x20=20)				
16	<p>To say that I am exceedingly upset by what I witnessed in one of our dealer's offices. The other day would be a gross understatement. I saw one of our sales representatives, trying to sell to a dealer and he did not know what he was talking about. He could not answer some of the simplest questions of the dealer about our product and kept saying that he would find out the answer from the head office. Needless to say he didn't make the sale. "Since the personal lall up was Mr. Prakash, President of the Polanis Computer Company, Basant Mehta, the newly hired sales manager for the company, decided he had better head March. Basant nodded and asked "Is this representative of the entire sales force or an isolated case?" "Mr. Mehta that's what am paying you to find out and do something about."</p> <p>As Basant walked back to his new office to deal with a multitude of other sales operation problems he said his task unfolding as two major activities.</p> <p>(i) to determine how much the present sales force really knew about the computer products and how they are used and</p> <p>(ii) to develop an effective program to equip the sales force with the required product knowledge.</p> <p>On reaching his desk, Basant called his assistant, Vinod Kale. Vinod had been with the company since its inception eight years ago. Vinod started as a part time worker, while he studied for his graduation, and then took up a temporary when he graduated and joined the company full time. He was as little frustrated that he hadn't been promoted to Sales Manager when Basant was brought in from outside by Mr. Prakash. Basant asked Vinod, "I've just been in a meeting with Mr. Peach, and he has rather firm connections that the product knowledge of our representatives isn't what it should be. He wants us to do something about it. How do you feel about this..."</p> <p>"oh, don't pay too much attention to the old man. He's been on that trip ever since he started the company. As far as he is concerned, no sales representative ever knows enough about the product or knows enough about the customer's problems. It doesn't make any difference to him that we are selling fairly well and sometimes exceeding quotas. In his eyes, that's just because the product is so good. He thinks he is the only one in the company who really knows about the product. It doesn't matter what you do, he'll still be saying the same things to you, and everything he sees one of the representatives making a presentation. Basant thanked Vinod for his opinions but couldn't help wondering whether he could afford to ignore Mr. Prakash's comments.</p> <p>Questions:</p> <ol style="list-style-type: none"> How can Basant determine how much the sales representatives know about the product and its applications? How should he plan to develop the desired degree of expertise among sales people? 	L5	10	CO2
		L5	10	CO2



21MBA133

Subject Code: 21MBA133

--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

Third Semester MBA Semester End Examinations, May/June- 2024**Subject Name: SERVICE & RETAIL MARKETING****Time: 3 Hours****Maximum Marks: 100****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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	Explain the characteristics of services with an example of your choice.	L3	5	CO1
2	"Imagine you are the manager of a boutique hotel located in a competitive tourist destination. Outline how you would leverage elements of service positioning to differentiate your hotel from others in the area and attract discerning travelers."	L3	5	CO2
3	What is the concept of franchising? Discuss.	L2	5	CO3
4	Discuss the role of segmentation in service.	L2	5	CO2
5	What are different types of retail formats?	L1	5	CO3
6	Explain the role of a store manager.	L2	5	CO4
7	Examine the benefits of touch point management in retail.	L2	5	CO4
8	Discuss about the application of AI in the retail sector. Give examples.	L1	5	CO5
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	Discuss 7 Ps of marketing mix of services with example.	L1	10	CO1
10	Explain Service gaps framework with example.	L2	10	CO2
11	Discuss consumer shopping behavior and decision making process for consumer durable products.	L3	10	CO3
12	Suggest national chain of electronics stores on selecting optimal locations for expansion in a new market. Which key factors and criteria you would consider when evaluating potential retail locations?	L3	10	CO4
13	A specialty home decor store is known for its broad range and trendy offerings. Recently, there is a dip in foot traffic and sales despite maintaining a loyal customer base. Analyze the visual merchandising for influencing customer engagement and purchase decisions to revitalize the store's appeal?	L3	10	CO4



21MBA133

14	Give a critical analysis of e-retailing strategies adopted by Flipkart.	L4	10	CO5
15	Choose any retailer of your choice & analyze the type of technology used by them.	L4	10	CO5
Section – C				
Case Study – Compulsory (1 x20=20)				
16	<p>9to9 Specialty Store currently relies on a combination of traditional and digital marketing channels to promote its brand and attract customers. Traditional marketing efforts include local advertising, partnerships with other businesses in the neighborhood, and participation in community events and art fairs. Digital marketing efforts include a basic e-commerce website where customers can browse and purchase products online, as well as social media platforms such as Instagram and Facebook to showcase new arrivals, share behind-the-scenes glimpses of the artisan process, and engage with customers.</p> <p>The store's physical location features a cozy and inviting interior with rustic-chic decor elements that reflect the store's artisanal aesthetic. The store layout is somewhat cluttered, with products displayed on shelves, tables, and hanging racks throughout the space. While the store's ambiance is warm and welcoming, some customers have expressed frustration with the lack of organization and difficulty navigating the store to find specific items.</p> <p>Customer service at 9to9 Specialty Store is generally positive, with knowledgeable and friendly staff members who are passionate about the products and eager to assist customers. However, there have been occasional complaints about long wait times during peak hours and difficulty obtaining assistance during busy periods. 9to9 Specialty Store has built a strong reputation for offering unique and high-quality products, but management recognizes the need to revitalize its marketing strategy to address declining sales and reinvigorate the customer experience.</p> <ul style="list-style-type: none">a) Discuss how 9to9 specialty store can improve its service mix to better meet the needs and expectations of its target customers.b) Identify and analyze the key customer segments for the store and recommend a segmentation strategy that will enable the store to effectively target and engage with its most valuable customers.c) Evaluate the current retail environment of the store, including its store layout, ambiance, and customer service.d) Assess the store's current e-retailing strategy, including its digital marketing efforts. How can the store leverage e-retailing to complement its offline store.	L5	20	CO4



21MBA141

Subject Code: 21MBA141

REG.NO														

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041**(Autonomous Institution Affiliated to BCU)****Fourth Semester MBA Semester End Examinations, AUG/SEP- 2024****Subject Name: INTEGRATED MARKETING COMMUNICATION****Time: 3 Hours****Maximum Marks: 100****Course Outcomes (COs)**

CO1	To understand & appreciate the key concepts used in integrated marketing communications.
CO2	To design creative strategy and media planning.
CO3	To develop objectives and budgeting for IMC.
CO4	To measure and evaluate an IMC performance.
CO5	To discuss the legal and ethical considerations in IMC.

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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	What is Transit advertising? Discuss its advantages and disadvantages.	L1	5	CO1
2	Critically analyze the model of advertising scheduling of the given Ads: a) Air Conditioner and Coolers advertisement b) Noodles and Shampoo advertisement	L3	5	CO2
3	A two years old company offering organic cloth bag vending machines that can be installed in marketplace or malls are planning for promotion. Which advertising objective (sales vs communication) would you suggest to the company and why? Justify your answer.	L3	5	CO3
4	How is projective techniques used in advertisement testing? Explain its advantages and disadvantages.	L2	5	CO4
5	How does advertisement Laws affect advertising? Discuss.	L2	5	CO5
6	What is covert advertising? Explain with examples.	L1	5	CO1
7	Analyze the advertisement of your choice for each execution style given below: a) Personality symbol b) Slice of life c) Straight Sell d) Testimonial e) Scientific/Technical evidence	L3	5	CO2
8	Critically analyze the Marginal analysis approach for budget setting through a diagram.	L4	5	CO3
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	The AMS group has created a rough copy for an advertisement featuring a young man lighting up a cigarette with confidence in a social setting where smoking is seen as relaxed and stress-relieving. The camera Zooms to show the man's health deteriorating over time as he continues to smoke. The lively music gradually fades and is replaced	L3	10	CO4



	with a tone that is more serious. His face begins to show signs of aging and fatigue, showing him visiting doctors, undergoing tests, and diagnosed cancer. Assist the business in carrying out all physiological tests needed to gauge the effectiveness of the ads and highlight the insights the creative team will gain from each test.			
10	Discuss about Advertising Standards Council of India (ASCI), its role and functions to regulate Indian Advertising.	L1	10	CO5
11	Explain IMC Planning Process in detail.	L2	10	CO1
12	For a campaign to STOP DRINK and DRIVE in the Bangalore city, prepare the basic Ad concept (scene-by-scene). Discuss advertising appeal, execution style, media and scheduling model that you may consider.	L4	10	CO2
13	Explain Sales response curve for setting an advertising budget with a diagram.	L2	10	CO3
14	Can you create a plan for pre-testing broadcast media ad tests for the ad copy you created in Q.No.12 so that its effectiveness can be thoroughly assessed? How would you evaluate the information from each tool to make judgments about the effectiveness of the advertisement in changing the attitudes and actions of viewers towards quitting smoking?	L5	10	CO4
15	Critically analyze the DAGMAR approach in setting and evaluating advertising objectives. Discuss its relevance in modern advertising campaigns and use examples to illustrate how this approach can be effectively applied to achieve specific advertising goals.	L3	10	CO3

Section – C

Case Study – Compulsory (1 x20=20)

16	<p>A well-established fashion brand known for its trendy and affordable clothing is facing criticism for contributing to environmental pollution through fast fashion practices. In response, the brand decides to shift its focus towards sustainability by launching a new line of eco-friendly clothing made from recycled materials. The brand aims to reposition itself as a leader in sustainable fashion while addressing the societal issue of environmental degradation. The brand's goal is to change its market perception from being a fast-fashion brand to a sustainable and responsible choice for eco-conscious consumers. Their Ad campaign is focusing on the impact of individual choices on the environment. The message is emphasizing that choosing sustainable fashion is not just a trend but a responsibility towards future generations. The advertisement showcases a scenario where individuals make environmentally friendly choices, such as selecting clothing made from recycled materials. The ad highlights the ease and importance of integrating sustainability into daily life. The campaign highlights the societal issue of environmental sustainability, specifically targeting the harmful effects of fast fashion on the planet. It informs about the environmental benefits of choosing sustainable products and promoting the brand's commitment to reducing its ecological footprint.</p>			
	<p>Questions:</p> <ol style="list-style-type: none"> 1. Identify the advertising appeal and execution style used in the advertisement. Justify your answer. 2. Analyze the societal issue that Ad agency is trying to address through this advertisement. 3. What the advertisement is making the audience think, introspect and act? 4. Analyze the changing brand proposition for the brand? 	<p>L5 L5 L5 L5</p>	<p>5 5 5 5</p>	<p>CO2 CO2 CO2 CO2</p>



Subject Code: 21MBA142

													REG.NO	

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041**(Autonomous Institution Affiliated to BCU)****Fourth Semester MBA Semester End Examinations, AUG/SEP- 2024****Subject Name: BUSINESS & SOCIAL MARKETING****Time: 3 Hours****Maximum Marks: 100****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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)

1	Identify the types of customers in business marketing.	L1	5	CO1
2	Describe the factors influencing industrial buyer behavior.	L2	5	CO1
3	Explain the Product Life cycle strategies in business marketing?	L2	5	CO2
4	Depict how pricing objectives influence pricing decisions in business marketing?	L2	5	CO3
5	Examine the role of B2B marketing	L3	5	CO3
6	Outline the various criteria for social marketing programmes.	L1	5	CO4
7	Provide examples of how emerging technologies, such as mobile health apps or wearable devices be integrated into social marketing strategies for HIV prevention?	L3	5	CO5
8	How can private organizations in India use innovative approaches, such as gamification or mobile apps, in their social marketing programs?	L2	5	CO5

Section – B**Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)**

9	Inspect the ingredients of the basic model of buyer behavior and comment on the person-centre factors.	L4	10	CO1
10	“Market segmentation is important for target markets and target markets are important for product positioning.” Elaborate with examples.	L3	10	CO2
11	Taking example of any Industrial product, discuss how the marketing mix strategy would vary during different stages of the PLC.	L3	10	CO2
12	‘Advertisement and Sales Promotions are inevitable in marketing’ -Evaluate with example.	L3	10	CO3
13	Describe the key components of the Social Marketing Mix (4 Ps) and how they can be applied to a public health campaign aimed at increasing vaccination rates.	L2	10	CO4



21MBA142

14	Assume that you are a Consultant in Marketing, a deodorant product segmented for teenagers are to be launched through social marketing. (i) Suggest social marketing strategy. (ii) How the decision of celebrity and costing can be decided?	L4	10	CO4
15	Analyze a recent public health campaign (e.g., anti-smoking, obesity prevention) that utilized social marketing principles. Evaluate its effectiveness and identify which social marketing models or strategies were employed.	L4	10	CO5
Section – C Case Study – Compulsory (1 x20=20)				
16	<p>After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy world. US-based food products firm. Conagra, has 51 percent stake in ITC Agrotech. The vice president says, “We took an Indian perspective out of the Conagra portfolio, when relevance to the local palate. Healthy World marks out entry into mass market products.</p> <p>“Priced at ` Rs.18.50 for a 1 kg pack, Healthy World comes in packs ranging from 500gm to 5 k.g. ITC Agrotech claims that it spent nearly one year on R&D before launching Healthy World. Benchmarking it against national players in the branded atta category; players like Hindustan Lever Limited (Annapurna) and Pillsbury. There are several regional brands too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalizing the variant, “Our research revealed that the preferences in the North and South of India differ distinctly across almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far as taste goes,” informs this marketing manager.</p> <p>Consumer in the South are more receptive to branded atta, but the North leads in consumption, where average monthly household consumption is 27 kg. as against just 3 kg.in South.</p> <p>Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation – “from the maker of Sundrop”.</p> <p>The branded atta market is estimated to be in excess of `Rs.350 crore, with category advertising spend of about ` Rs.20-25 crore. The theme line of Healthy World says, “More health More Energy.”</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Develop a sales promotion plan to encourage continued consumption of Healthy World in North India. 2. How would you make your sales promotion competition proof? 3. How would you evaluate the result of this promotion? 	L5	10	CO3
		L5	05	CO3
		L5	05	CO3



21MBA211

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

First Semester MBA Semester End Examinations, May/June- 2023

Subject Name: BUSINESS COMMUNICATION

Time: 3 Hours

Maximum Marks: 100

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	Demonstrate eloquent speaking and writing skills
CO4	Apply skills that is learnt to showcase excellent corporate communication 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 any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	Describe the elements of communication with a suitable illustration.	L2	5	CO1
2	Explain sender and receiver-oriented barriers of communication.	L2	5	CO1
3	Discuss the merits and demerits of informal communication in Business Organisations.	L2	5	CO1
4	Identify the role played by digital media in modern day business communication quoting relevant examples.	L2	5	CO4
5	Examine the salient features of a well written paragraph.	L4	5	CO3
6	Read the below paragraph carefully. Rewrite the paragraph in your answer script by suitably adding or correcting punctuation and capitalization as necessary. When we talk about success in general there are two interpretations: success in your eyes and success in the eyes of other people I can own a business a big house a private jet or whatever and be a success in the eyes of other people, but in reality Success to me could mean being happily married to the same woman for the last twenty five years and the rest just happened because i believed that behind every good man is a good woman. One could give loads of examples, but at the end of the day success is deep inside oneself. there is always going to be somebody to think or say "You should have done things differently or "You could Have done better." forget about these people if you feel in your heart you have given your best; if you feel satisfied with your achievement this is success. Success is often wrongly associated with material wealth This is purely superficial. what good is it if a man gains the world and loses his soul	L3	5	CO3
7	The following statements depict certain aspects of non-verbal communication. Categorize them appropriately, choosing from the list given below. Gestures, Facial Expression, Haptics/touch, Posture/body language Physical Setting a. Rohan's face lit up with a smile, seeing his mother come home. b. Girish's manager leaned forward and kept occasionally nodding while Girish spoke to him of a problem at work. c. Manisha held her friend Priya's hand and quietly sat beside her as Priya mourned the loss of her beloved pet. d. Shravya, being the manager has a bigger, better decorated office than Sharan, her subordinate. e. George sat stiffly and at the very edge of his chair during the job interview.	L4	5	CO2
8	Put the verbs in brackets in the Simple Present or the Present Continuous Tense: Praveen _____ (read) at least 3 books every month and _____ (write) reviews of them	L3	5	CO3



21MBA211

	too. He usually _____ (walk) to his office but _____ (wash) his car every Sunday while cheerfully _____ (sing) a song. He _____ (like) to travel and _____ (want) to go to Italy next summer. He _____ (love) Italian art and cuisine and _____ (intend) to learn more about both during his stay there. He is already _____ (excite) at the prospect of the holiday.			
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	How is success of communication determined? Explain the 7 C's of effective verbal and written communication.	L2	10	CO1
10	Articulate the guidelines for effective oral communication.	L2	10	CO2
11	Determine the essential characteristics of a good presentation. When and how to use visual aids in presentations?	L3	10	CO2
12	Assess the appropriate meanings of the following 5 idiomatic prepositions and create a sentence of your own with each of them. 1.give up, 2. look for 3.call off 4.show up 5.put off	L5	10	CO3
13	a. Elucidate the objectives of business reports. b. Write a brief note on executive summary, an elements that is included in management reports.	L2	10	CO1 CO3
14	Mr. Krishna is the Purchase Manager at Choice Garments, Bangalore, Karnataka. After extensively browsing through the catalogue of Skylark Fabric Merchants, based out of Surat, Gujarat, he placed an order for 500 meters of sky-blue Silk fabric, paying 50% of the billing amount in advance. However, the fabric received on delivery is of navy-blue Cotton. Draft a complaint letter as written by Mr. Krishna, stating the color and material mismatch. Urge Skylark to take back this fabric and deliver the right fabric within 7 days, making it clear that the remaining 50% payment will only be made once the correct delivery is received.	L5	10	CO3 CO4
15	As the CEO of Tasty Treats, a medium-sized food processing firm, compose an e-mail addressed to the employees, acknowledging and appreciating their work, giving them full credit for the incredible growth of the firm in the previous year. Highlight the contributions made by the individual departments and encourage them to keep up the good work.	L3	10	CO3 CO4
Section – C				
Case Study – Compulsory (1 x 20=20)				
16	Eco Serve is a multinational organization headquartered in India. It operates in India, Vietnam, Singapore, Malaysia and Mongolia. The organisation manufactures, markets and supplies eco-friendly and biodegradable cutlery and crockery to local and international clients. Eco Serve initially had only 20 employees but now employs 200 employees across countries and caters to more than 3,00,000 customers worldwide. Most of its' executives in the top management are above 50 years of age, conservative and old school in their communication and conduct of business. The few younger executives in the top management have been pointing out several concerns regarding the organisation's communication-related aspects for 5 years but have only been taken seriously now. They are highlighted below. <ul style="list-style-type: none"> Not using intranet and internet-based resources to support work teams in sharing ideas, building knowledge bases and task management. Absence of feedback mechanisms to garner quality feedback from clients and vendors on ways to improve product quality and service delivery is leading to complacency. Customer and stakeholder engagement through the company website and/or social media such as blogs, vlogs and social networks is abysmally low. The MD of Eco Serve has now decided to appoint you as an independent consultant regarding this issue. Your tasks are to: <ol style="list-style-type: none"> Validate the relevance of the above concerns. Rationalize the possible short and long-term consequences if these concerns are not addressed. Suggest a few measures and communication strategies to address these concerns. 	L4 L3 L3	5 5 10	CO1 CO1 CO4



21MBA212

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

First Semester MBA Semester End Examinations, May/June- 2023

Subject Name: Application of Statistics in Business

Time: 3 Hours

Maximum Marks: 100

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 a decision tree on the basis of the probability distribution

Cognitive Levels (CL)

L1	Remember / Recall the concept of 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

Instructions to Candidates:

1. Scientific calculators are allowed
2. Statistical tables can be used

Sl. No	Section – A	C L	Marks	COs																												
Answer any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)																																
1	<p>The following is the frequency distribution of the number of telephone calls received in 245 successive one-minute intervals at an exchange:</p> <table><tr><td>No. of calls (X)</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></tr><tr><td>Frequency(f)</td><td>14</td><td>21</td><td>25</td><td>43</td><td>51</td><td>40</td><td>39</td><td>12</td></tr></table> <p>Obtain the Arithmetic mean number of calls per minute.</p>	No. of calls (X)	0	1	2	3	4	5	6	7	Frequency(f)	14	21	25	43	51	40	39	12	L2	5	CO1										
No. of calls (X)	0	1	2	3	4	5	6	7																								
Frequency(f)	14	21	25	43	51	40	39	12																								
2	<p>Three samples are taken comprising 120 doctors, 150 advocates, and 130 university teachers. Each person chosen is asked to select one of the three categories that best represents his feeling toward a certain national policy. The three categories are in favor of policy (F), against policy (A), and indifferent towards policy (I). the results of the interviews are given below:</p> <table><tr><th rowspan="2">Occupation</th><th colspan="3">Reaction</th><th rowspan="2">Total</th></tr><tr><th>F</th><th>A</th><th>I</th></tr><tr><td>Doctors</td><td>80</td><td>30</td><td>10</td><td>120</td></tr><tr><td>Advocates</td><td>70</td><td>40</td><td>40</td><td>150</td></tr><tr><td>University Teachers</td><td>50</td><td>50</td><td>30</td><td>130</td></tr><tr><td>Total</td><td>200</td><td>120</td><td>80</td><td>400</td></tr></table> <p>Using the chi-square test, can it be concluded that the views of Doctors, Advocates, and University teachers are homogenous in so far as National Policy under discussion is concerned.</p>	Occupation	Reaction			Total	F	A	I	Doctors	80	30	10	120	Advocates	70	40	40	150	University Teachers	50	50	30	130	Total	200	120	80	400	L3	5	CO4
Occupation	Reaction			Total																												
	F	A	I																													
Doctors	80	30	10	120																												
Advocates	70	40	40	150																												
University Teachers	50	50	30	130																												
Total	200	120	80	400																												



21MBA212

3	<p>The following data relate to age of employees and the number of days they were reported sick in a month.</p> <table><tr><td>Employees</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>Age(X)</td><td>30</td><td>32</td><td>35</td><td>40</td><td>48</td><td>50</td><td>52</td><td>55</td><td>57</td><td>61</td></tr><tr><td>Sick Days(Y)</td><td>1</td><td>0</td><td>2</td><td>5</td><td>2</td><td>4</td><td>6</td><td>5</td><td>7</td><td>8</td></tr></table> <p>Calculate Karl Pearson's Coefficient of Correlation and interpret it.</p>	Employees	1	2	3	4	5	6	7	8	9	10	Age(X)	30	32	35	40	48	50	52	55	57	61	Sick Days(Y)	1	0	2	5	2	4	6	5	7	8	L4	5	CO2			
Employees	1	2	3	4	5	6	7	8	9	10																														
Age(X)	30	32	35	40	48	50	52	55	57	61																														
Sick Days(Y)	1	0	2	5	2	4	6	5	7	8																														
4	<p>Describe the role of statistics in managerial decision-making. Illustrate with examples</p>	L1	5	CO1																																				
5	<p>The incidence of a certain disease is such that on the average 20% workers suffer from it. If 10 workers are selected at random, find the probability that</p> <p>(i) Exactly 2 workers suffer from the disease</p> <p>(ii) Not more than 2 workers suffer from the disease.</p> <p>Use binomial distribution to calculate the probability.</p>	L3	5	CO3																																				
6	<p>A psychologist wanted to compare two methods of teaching – A & B. He selected a random sample of 22 students. He grouped them into 11 pairs. Scores obtained by students are given below. Interpret the result using Spearman's Rank Correlation.</p> <table><tr><td>Pair</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><td>11</td></tr><tr><td>A</td><td>24</td><td>29</td><td>19</td><td>14</td><td>30</td><td>19</td><td>27</td><td>30</td><td>20</td><td>28</td><td>11</td></tr><tr><td>B</td><td>37</td><td>35</td><td>16</td><td>26</td><td>23</td><td>27</td><td>19</td><td>20</td><td>16</td><td>11</td><td>21</td></tr></table>	Pair	1	2	3	4	5	6	7	8	9	10	11	A	24	29	19	14	30	19	27	30	20	28	11	B	37	35	16	26	23	27	19	20	16	11	21	L4	5	CO2
Pair	1	2	3	4	5	6	7	8	9	10	11																													
A	24	29	19	14	30	19	27	30	20	28	11																													
B	37	35	16	26	23	27	19	20	16	11	21																													
7	<p>The following are the weights of ten persons before and after they underwent a weight reduction programme. Can we conclude that weights were reduced after persons underwent weight reduction programme? (Take $\alpha = 5\%$) Evaluate.</p> <table><tr><td>Before (Kg)</td><td>86</td><td>92</td><td>100</td><td>93</td><td>88</td><td>80</td><td>88</td><td>92</td><td>95</td><td>106</td></tr><tr><td>After (Kg)</td><td>77</td><td>84</td><td>92</td><td>87</td><td>80</td><td>74</td><td>80</td><td>85</td><td>95</td><td>96</td></tr></table>	Before (Kg)	86	92	100	93	88	80	88	92	95	106	After (Kg)	77	84	92	87	80	74	80	85	95	96	L4	5	CO4														
Before (Kg)	86	92	100	93	88	80	88	92	95	106																														
After (Kg)	77	84	92	87	80	74	80	85	95	96																														
8	<p>Define the following concepts:</p> <p>a) Null hypothesis and Alternative Hypothesis</p> <p>b) Type I and Type II errors</p>	L1	5	CO4																																				

Section – B

Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)

9	<p>For a certain frequency table which has only been partly reproduced here, the Mean was found to be 1.46</p> <table><tr><td>No. of accidents</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>Total</td></tr><tr><td>Frequency (No. of days)</td><td>46</td><td>?</td><td>?</td><td>25</td><td>10</td><td>5</td><td>200</td></tr></table> <p>Calculate the missing frequencies.</p>	No. of accidents	0	1	2	3	4	5	Total	Frequency (No. of days)	46	?	?	25	10	5	200	L3	10	CO1
No. of accidents	0	1	2	3	4	5	Total													
Frequency (No. of days)	46	?	?	25	10	5	200													



10	<p>The following table gives the aptitude test scores and productivity indices of 10 workers selected at random:</p> <table><tr><td>Aptitude test scores(X)</td><td>60</td><td>62</td><td>65</td><td>70</td><td>72</td><td>48</td><td>53</td><td>73</td><td>65</td><td>82</td></tr><tr><td>Productivity Index (Y)</td><td>68</td><td>60</td><td>62</td><td>80</td><td>85</td><td>40</td><td>52</td><td>62</td><td>60</td><td>81</td></tr></table> <p>Calculate the two regression equations and estimate</p> <p>I. The productivity index of a worker whose test score is 92.</p> <p>II. The score of a worker whose productivity index is 75.</p>	Aptitude test scores(X)	60	62	65	70	72	48	53	73	65	82	Productivity Index (Y)	68	60	62	80	85	40	52	62	60	81	L4	10	CO2
Aptitude test scores(X)	60	62	65	70	72	48	53	73	65	82																
Productivity Index (Y)	68	60	62	80	85	40	52	62	60	81																
11	<p>A large steel manufacturing company has three options with regard to production:</p> <p>I. Produce commercially</p> <p>II. Build pilot plant</p> <p>III. Stop producing steel</p> <p>The management has estimated that their pilot plant, if built has 0.8 chance of high yield and 0.2 chance of low yield. If the pilot plant does show a high yield, management assigns a probability of 0.75 that the commercial plant will also have a high yield. If the pilot plant shows a low yield, there is only a 0.1 chance that the commercial plant will show a high yield. Finally, management’s best assessment of the yield on a commercial size plant without building a pilot plant first has 0.6 chance of high yield. A pilot plant will cost 300000. The profits earned under high and low yield conditions are 12000000 and 1200000 respectively.</p> <p>Construct a decision tree for the steel manufacturing company and propose the company’s best strategy/option.</p>	L5	10	CO5																						
12	<p>Particulars regarding the income of two villages are given below:</p> <table><tr><td>Particulars</td><td>Village X</td><td>Village Y</td></tr><tr><td>Number of People</td><td>600</td><td>500</td></tr><tr><td>Average Income (Rs.)</td><td>175</td><td>186</td></tr><tr><td>Variance of Income (Rs.)</td><td>100</td><td>81</td></tr></table> <p>i. In which village is the variation in income greater?</p> <p>ii. What is the combined standard deviation of the Village X & Village Y put together?</p>	Particulars	Village X	Village Y	Number of People	600	500	Average Income (Rs.)	175	186	Variance of Income (Rs.)	100	81	L4	10	CO1										
Particulars	Village X	Village Y																								
Number of People	600	500																								
Average Income (Rs.)	175	186																								
Variance of Income (Rs.)	100	81																								
13	<p>Write note on</p> <p>a. Mutually exclusive events</p> <p>b. Expected monetary value</p> <p>c. Bayes’ theorem</p> <p>d. Positive and Negative Correlation</p>	L1	10	CO1																						



21MBA212

14	The daily wages of 1000 workmen are normally distributed around a mean of Rs. 70 with a standard deviation of Rs. 5. a. Estimate the number of workers whose daily wages are between Rs. 65 and Rs. 68. b. Estimate the number of workers whose daily wage is more than Rs. 70	L3	10	CO3
15	What is Decision Theory? Explain briefly the Various decision making Environment with suitable Examples.	L2	10	CO5

Section – C**Case Study – Compulsory (1 x 20=20)**

16	<p>The lifetime of 3 electric bulbs of 4 brands measured in 100 hours are presented below. Test the hypothesis that mean life times of four brands of bulbs are the same using one way analysis of variance</p> <p style="text-align: center;">BRANDS</p> <table><tr><th>A</th><th>B</th><th>C</th><th>D</th></tr><tr><td>20</td><td>25</td><td>24</td><td>23</td></tr><tr><td>19</td><td>23</td><td>20</td><td>20</td></tr><tr><td>21</td><td>21</td><td>22</td><td>20</td></tr></table>	A	B	C	D	20	25	24	23	19	23	20	20	21	21	22	20	L4	20	CO4
A	B	C	D																	
20	25	24	23																	
19	23	20	20																	
21	21	22	20																	



21MBA213

Subject Code: 21MBA213

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041**(Autonomous Institution Affiliated to BCU)****First Semester MBA Semester End Examinations, May/June- 2023****Subject Name: Micro Economics****Time: 3 Hours****Maximum Marks: 100**

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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	Briefly explain the tools and techniques used in decision making process in economics.	L1	5	CO1
2	Define the term demand. Briefly explain the factors affecting demand.	L1	5	CO2
3	Watching a movie can be enjoyable, but watching several movies in a row continuously may become less enjoyable. Explain the concept governing this phenomenon.	L4	5	CO1
4	Advertisements happen to be a very important factor for pushing up the demand for any product. A company presently sells 6000 units of mosquito repellants at a price of Rs 30 per unit. In view of sluggish demand, it decides to increase its outlay on advertising from Rs 12 Lakhs to Rs 20 Lakhs. If the promotional elasticity of demand is 1.4, find out the new demand for mosquito repellants.	L3	5	CO2
5	How does Break Even Analysis help in monitoring and controlling cost?	L4	5	CO4
6	Explain the price and output determination in monopolistic competition.	L2	5	CO4
7	What are returns to scale? What are its causes and explain the different phases.	L4	5	CO3
8	Illustrate the various degrees of price discrimination in monopoly market.	L2	5	CO4
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	Illustrate the reasons for U-Shaped nature of cost curves.	L4	10	CO2
10	Explain consumer equilibrium using indifference curve analysis	L2	10	CO2
11	Explain the Law of Variable Proportion with the help of schedule and graph and also explain the 3 distinct stages involved.	L2	10	CO3



21MBA213

12	What are the possible consequences if a large-scale firm places its product in the market without having estimated the demand for its product? Illustrate your answer with an example of a large firm in the steel industry. Illustrate your answer with an example of a large firm in the steel industry (Consider the demand –Supply scenario for price determination)	L4	10	CO2																								
13	Compute Average cost, Marginal Cost, Total Variable Cost, Average Variable Cost, Total Fixed Cost, Average Fixed cost. Explain the process of computing the various cost types with the help of appropriate formulae. <table border="1"><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	L2	10	CO4
Q	0	1	2	3	4	5	6	7	8	9	10																	
TC	240	310	370	420	460	490	510	534	600	735	940																	
14	Discuss the short run and long run equilibrium of the firm under perfect competition with the help of suitable diagrams. Why do you think the firm is able to make only normal profit in the long run?	L4	10	CO4																								
15	What is dumping? Explain with the help of a suitable example	L2	10	CO5																								
Section – C																												
Case Study – Compulsory (1 x20=20)																												
16	<p style="text-align: center;">The Case of the Rising Price of Eggs</p> <p>In recent years, the price of eggs has been rising steadily. This has caused concern for consumers, who are worried about the impact on their food budget. There are a number of factors that have contributed to the rising price of eggs, including:</p> <p>A decrease in the number of chickens. The number of chickens in India has been declining for several years. This is due to a number of factors, including the rising cost of feed, the increasing popularity of cage-free eggs, and the avian flu outbreak of 2022.</p> <p>An increase in demand for eggs. The demand for eggs has been increasing in recent years. This is due to a number of factors, including the growing popularity of breakfast foods, the increasing number of people who are following a vegan or vegetarian diet, and the belief that eggs are a healthy food.</p> <p>Government regulations. The government has implemented a number of regulations that have increased the cost of producing eggs. These regulations include the requirement that chickens be given more space and that they be fed a certain type of feed.</p> <p>The rising price of eggs has had a number of consequences. Consumers have had to pay more for eggs, and some have been forced to switch to other foods. The egg industry has also been hurt, as some producers have been forced to go out of business.</p> <p>The rising price of eggs is a complex issue with no easy solutions. However, by understanding the factors that have contributed to the price increase, we can begin to develop strategies to address the problem.</p> <p>Questions:</p> <ol style="list-style-type: none">What are the economic forces that have led to the rising price of eggs?What are the consequences of the rising price of eggs for consumers, producers, and the overall economy?What can be done to address the rising price of eggs?	L5		CO4																								
			5																									
			10																									
			5																									



Subject Code: 21MBA241

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

Fourth Semester MBA Semester End Examinations, AUG/SEP- 2024**Subject Name: INTERNATIONAL BUSINESS****Time: 3 Hours****Maximum Marks: 100****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	CL	Marks	COs
Answer any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	“FDI is a weapon of colonialism of 21st century. It allows exploitation of economically poor and politically less developed nations” – Build an argument for and against this statement	L4	5	CO5
2	Explain the various levels of regional/economic integration. Illustrate.	L3	5	CO3
3	‘ILO and IMF coordinate international relations at varied levels’– In the light of this statement, list the aims of these global organizations.	L1	5	CO3
4	Explain the fundamental concepts underlying ethics in international business.	L2	5	CO5
5	Payment methods serve as facilitating mechanism in international trade: Compile the common methods used in this context.	L2	5	CO2
6	Taking an example from the Services sector, assess the limitations of the Porter’s Diamond model of examining global trade.	L5	5	CO4
7	“Firms need global orientation even to survive in the domestic market” – Justify.	L3	5	CO1
8	Outline the main provisions of FEMA.	L2	5	CO3
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	How do the specific reasons for a company’s decision to expand internationally influence the strategic decisions they make in global markets? Provide examples and discuss potential challenges associated with these decisions.	L3	10	CO2
10	The emergence of bit coins has drawn repetitive comparisons of it with other conventional currencies. Appraise the key differences between Bit-coin and Traditional currencies.	L2	10	CO5



21MBA241

11	The effectiveness of international trade is largely dependent on the documents necessary for facilitating trade. Examine these documents briefly.	L2	10	CO2
12	Elaborate the tariff and Non-Tariff barriers to international trade.	L2	10	CO4
13	Design an international market entry strategy for a new product, considering the socio-cultural, demographic, and geographic factors of a specific foreign market. Justify your strategy by explaining how these environmental factors are crucial for the success of your international business venture.	L5	10	CO3
14	Explain the theory of “Comparative cost advantage”. How do firms in two different countries benefit from the international trade in terms of this theory? Explain with examples.	L3	10	CO4
15	Elaborate the importance of code of conduct for MNC with Suitable Examples.	L3	10	CO1

Section – C

Case Study – Compulsory (1 x20=20)

16	<p>XYZ Corporation, a prominent global electronics manufacturer, is grappling with a formidable international trade predicament. The company's predicament stems from a recent trade dispute between its home country, Country A, and one of its pivotal export markets, Country B. As a consequence of this trade dispute, Country B has imposed fresh tariffs on imported electronics from Country A. These tariffs have triggered a significant escalation in the cost of XYZ Corporation's products within the boundaries of Country B.</p> <p>The repercussions of these imposed tariffs have reverberated throughout the company's operations. Firstly, the heightened production costs have rendered XYZ Corporation's products less competitive in the target market, Country B. This unfavorable pricing disparity has led to a precipitous decline in sales, consequently impacting the company's revenue and profitability. Moreover, the market share that XYZ Corporation once enjoyed in Country B has witnessed rapid erosion. As local consumers grapple with the elevated prices of XYZ Corporation's products, they are increasingly turning to alternative suppliers or domestic alternatives, further exacerbating the company's challenges in this vital market. Furthermore, the trade dispute has introduced disruptions within the company's intricate supply chain.</p> <p>In light of these challenges, XYZ Corporation must strategically navigate this international trade issue. Exploring the diversification of export markets, adapting products to local preferences, optimizing costs, ensuring regulatory compliance, engaging in government relations, initiating negotiations, and conducting scenario planning are vital steps toward mitigating the adverse impacts and securing the company's sustainable growth and profitability in the face of this complex international trade landscape.</p> <p>Questions:</p> <ol style="list-style-type: none"> What cost optimization measures can XYZ Corporation implement to offset the increased production costs caused by the newly imposed tariffs, while maintaining product quality and market competitiveness? Analyze. In the context of diversifying export markets, what specific countries show promise as alternative markets for XYZ Corporation's products, and what market entry strategies should they consider for each? Analyze. 	L4	10	CO1
		L4	10	CO1



21MBA242

Subject Code: 21MBA242

														REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

Fourth Semester MBA Semester End Examinations, AUG/SEP - 2024**Subject Name: STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE****Time: 3 Hours****Maximum Marks: 100**

Course Outcomes (COs)	
CO1	To understand the importance of strategy, appropriate to the business situation build and develop the business strategy
CO2	Describe the practical and integrative model of the strategic management process
CO3	Analyze the competitive situation and strategic dilemma in dealing with dynamic business factors both in domestic and global markets.
CO4	Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences
CO5	Application of the skills, tools, and techniques to new business models evaluate and plan new control systems that are outcome-oriented to the new 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	CL	Marks	COs
Answer any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	What is the Competitive Profile Matrix (CPM), and how is it used to assess a firm's competitive position?	L2	5	CO5
2	Briefly describe the role of a board of directors in corporate governance.	L1	5	CO4
3	Describe how functional-level strategies contribute to building a competitive advantage.	L2	5	CO2
4	Demonstrate the VRIN criteria and how they help in identifying a firm's distinctive competencies.	L3	5	CO5
5	Evaluate the benefits and risks associated with corporate diversification.	L4	5	CO3
6	How do the emergent strategies can influence the strategy formation process?	L1	5	CO1
7	Discuss a situation where poor corporate governance led to legal or regulatory action against a company.	L2	5	CO4
8	Evaluate the challenges and opportunities that businesses face when developing strategies in a global environment.	L4	5	CO3
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	Identify a global corporation and evaluate how it has implemented cost leadership, differentiation, and focus strategies in different markets. How has the company adapted these strategies to fit local environments?	L3	10	CO5
10	How effective is the BCG Matrix in guiding strategic decisions, and what are its limitations? Illustrate your answer with examples.	L2	10	CO5



11	Imagine you are a member of the board of directors of a publicly traded company that has recently faced criticism for a lack of diversity and transparency in its corporate governance practices. The company has also been underperforming financially, leading to increased pressure from shareholders for a change in leadership and strategy. Additionally, a recent audit revealed potential conflicts of interest in the executive team's decision-making processes. As a board member, how would you engage with shareholders and stakeholders to restore trust and confidence in the company?	L4	10	CO3
12	How does environmental analysis facilitate the process of strategic control?	L2	10	CO4
13	Design a Balanced Scorecard for a retail chain, outlining key performance indicators (KPIs) across the four perspectives	L5	10	CO5
14	Discuss the different corporate-level strategies, including stability, expansion, retrenchment, and combination strategies. Provide examples of when each strategy might be appropriate for a business.	L2	10	CO3
15	A successful domestic retail chain is considering expanding its operations into international markets. The management team is debating whether to enter a developed market with strong competition or an emerging market with significant growth potential but higher risks. As part of the management team, assess the advantages and challenges of entering each type of market (developed vs. emerging) Construct a Comparative chart & elaborate your answers.	L4	10	CO4

Section – C
Case Study – Compulsory (1 x20=20)

16	<p>Background: Global Retailers Inc. is a multinational retail chain known for its wide range of consumer products, competitive pricing, and customer service. The company has experienced steady growth in its domestic market but has faced challenges in maintaining profitability in its international operations. To address these issues, the company's senior management developed a new strategic plan aimed at enhancing global market penetration, improving operational efficiency, and increasing overall profitability.</p> <p>The strategic plan included the following key initiatives:</p> <ol style="list-style-type: none"> Market Penetration Strategy: <ul style="list-style-type: none"> Focus on expanding into emerging markets with high growth potential, including Asia and Latin America. Tailor product offerings to local consumer preferences and establish partnerships with local suppliers to improve supply chain efficiency. Operational Efficiency Improvement: <ul style="list-style-type: none"> Implement a lean management system to reduce operational costs and improve inventory management. Introduce advanced data analytics to optimize pricing strategies and forecast demand more accurately. Digital Transformation: <ul style="list-style-type: none"> Launch an e-commerce platform to complement the company's brick-and-mortar stores and reach a broader customer base. Invest in digital marketing and customer relationship management (CRM) systems to enhance customer engagement and loyalty. Sustainability Initiatives: 			
----	--	--	--	--



21MBA242

	<ul style="list-style-type: none">○ Adopt sustainable practices across the supply chain, including sourcing products from eco-friendly suppliers and reducing carbon emissions from logistics operations.○ Introduce a line of eco-friendly products to appeal to environmentally conscious consumers. <p>Implementation Challenges: Despite the clear strategic direction, Global Retailers Inc. encountered several challenges during the implementation phase. These included:</p> <ul style="list-style-type: none">• Cultural Resistance: Employees in various regions were resistant to the changes, particularly in implementing lean management practices and adopting new technologies.• Coordination Across Regions: The company struggled to ensure consistent execution of the strategy across different markets, leading to uneven performance.• Supply Chain Disruptions: The shift to local suppliers in emerging markets led to unexpected supply chain disruptions, affecting product availability.• Measuring Success: The company had difficulty setting appropriate metrics to measure the success of its strategic initiatives and ensuring that the right data was being collected and analyzed. <p>Control Measures: To address these challenges, the senior management introduced several control measures:</p> <ol style="list-style-type: none">1. Change Management Programs: Initiated programs to train employees on new processes and technologies and to align the company's culture with its strategic goals.2. Regional Coordination Teams: Established cross-functional teams in each region to ensure consistent implementation of the strategy and to address local challenges in real-time.3. Supply Chain Monitoring: Enhanced monitoring and contingency planning within the supply chain to minimize disruptions and ensure product availability.4. Performance Metrics: Developed key performance indicators (KPIs) aligned with the strategic objectives, including customer satisfaction, market share growth, and sustainability targets. <p>Questions:</p> <ol style="list-style-type: none">1. What factors should the company consider to ensure successful implementation, and how can it overcome potential cultural resistance in these regions?2. What steps can the company take to improve coordination and control across regions to achieve uniform success?3. Critically assess the control measures introduced by Global Retailers Inc. to monitor and evaluate the success of its strategic plan.			
--	---	--	--	--



21MBA242





23MBA111

Subject Code: 23MBA111

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

First Semester MBA Semester End Examinations, May/June- 2024**Subject Name: Marketing Management****Time: 3 Hours****Maximum Marks:100**

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	C L	Marks	COs
Answer any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	Explain how holistic marketing differs from traditional marketing approaches.	L2	5	CO1
2	Recall in brief the key objectives of social marketing campaigns in today's marketing management.	L1	5	CO1
3	Demonstrate how you would interpret a perceptual map to identify positioning opportunities for a brand?	L2	5	CO2
4	Elaborate the differences between traditional marketing methods and guerilla marketing tactics?	L2	5	CO3
5	Demonstrate how to integrate the 7Ps into a marketing strategy tailored for wellness services In India	L3	5	CO3
6	Apply the knowledge of consumer behavior factors to develop targeted marketing campaigns for an FMCG product launch.	L3	5	CO4
7	Suggest CRM strategies for beverage industry to drive their growth.	L5	5	CO5
8	How would you apply ROMI analysis to assess the effectiveness of different marketing campaigns	L3	5	CO5
Section – B				
Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)				
9	Apply digital marketing tactics to promote a new product or service of your choice online.	L3	10	CO1
10	Analyze the effectiveness of target marketing strategies in reaching and engaging with intended customer segments.	L4	10	CO2
11	Evaluate the effectiveness of product management decisions based on the stage of the Product Life Cycle.	L4	10	CO3
12	Briefly explain the reasoning behind each pricing method and its appropriateness for varying market conditions.	L2	10	CO3
13	Elaborate on how to apply knowledge of different type of buying decisions help in developing targeted marketing strategies for products or services.	L3	10	CO4
14	How would you evaluate the effectiveness of marketing campaigns based on their ability to guide consumers through the buying decision process for electronic items?	L5	10	CO4



23MBA111

15	Write short note on: a) Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL) b) Lead Generation metrics	L2	10	CO5
<p style="text-align: center;">Section – C Case Study – Compulsory (1 x 20=20)</p>				
16	<p>PLC of Apple- Introduction Phase-During the phase from 2007 to 2008, Apple introduced the iPhone, which brought about a significant transformation in the smartphone industry. To generate awareness and create excitement surrounding their product, Apple invested heavily in marketing and promotional activities. The innovative design and user-friendly interface of the iPhone captured the interest of tech enthusiasts. Capitalising on this wave of enthusiasm, Apple implemented a pricing strategy that involved charging prices initially.</p> <p>Growth Stage -In the years that followed from 2009 to 2012, the iPhone experienced growth. Apple expanded its range of offerings by introducing models like the iPhone 3G, 4, and 4S. The launch of the App Store in 2008 played a role in fueling this growth by creating an ecosystem that catered to both developers and users alike. To meet increasing demand, Apple focused on scaling up production and distribution, while establishing partnerships with telecom carriers worldwide. Product differentiation also played a role during this stage as Apple offered storage capacities and introduced new features such as improved cameras and faster processors. Maturity Phase-By 2013, the iPhone had reached maturity as it faced competition from Android-based smartphones. The market became saturated with options for consumers to choose from. To keep its position in the market, Apple put a lot of emphasis on improving its products. Released a series of iPhones, including the 5, 6, 7, and 8 models. They also introduced the Plus and SE versions. Alongside this, Apple carried on with its marketing campaigns that aimed to build brand loyalty and make sure customers were satisfied. Moreover, they expanded into markets, which helped solidify their position as a leading smartphone company.</p> <p>Declining Stage- In years (2019 onwards), the iPhone entered a stage of decline where it faced obstacles, like market saturation and the rise of competitors. To tackle these challenges, Apple has adjusted its pricing strategies and introduced the affordable iPhone SE. Additionally, the company has heavily invested in services, like Apple Music, Apple TV+, and Apple Arcade to diversify its revenue streams and keep customers engaged. By focusing on refreshing its products and building an ecosystem around its devices, Apple has been able to prolong the lifespan of the iPhone and minimize the impact of market decline.</p> <p>Conclusion-The Product Life Cycle (PLC) is a framework that helps businesses navigate their product's complex journey in the market. By understanding the four stages of introduction, growth, maturity, and decline, companies can make choices regarding product development, pricing, marketing, and distribution. Effectively managing a product throughout its life cycle can lead to success and a competitive advantage in today's dynamic business environment.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Evaluate Apple's pricing strategies during the Introduction and Growth stages of the iPhone's Product Life Cycle. 2. Did these strategies contribute to the product's success in capturing market share and generating revenue? 3. Evaluate Apple's approach to product differentiation during the Maturity Phase of the iPhone's Product Life Cycle. 	L4	6	CO3
		L2	7	CO3
		L5	7	CO3



23MBA211

Subject Code: 23MBA211

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041

(Autonomous Institution Affiliated to BCU)

First Semester MBA Semester End Examinations, May/June- 2024**Subject Name: Application of Statistics in Business****Time: 3 Hours****Maximum Marks: 100**

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 of 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

Instructions to Candidates:

- Scientific calculators are allowed
- Statistical tables can be used

Sl. No	Section – A	C L	Marks	COs															
Answer any SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)																			
1	<p>An analysis of the monthly wages paid to workers in two firms A and B, belonging to the same industry gave the following results.</p> <table><tr><td></td><td>A</td><td>B</td></tr><tr><td>Number of Wage Workers</td><td>565</td><td>648</td></tr><tr><td>Average monthly wage</td><td>52.50</td><td>47.50</td></tr><tr><td>Variance of the distribution</td><td>100</td><td>121</td></tr></table> <p>a) Which firm pays the larger amount as monthly wages? b) In which firm do you find greater variability in individual wages?</p>		A	B	Number of Wage Workers	565	648	Average monthly wage	52.50	47.50	Variance of the distribution	100	121	L4	5	CO1 CO2			
	A	B																	
Number of Wage Workers	565	648																	
Average monthly wage	52.50	47.50																	
Variance of the distribution	100	121																	
2	What are the differences between Correlation and Regression?	L1	5	CO2															
3	What do you mean by Type I and Type II error in Testing of Hypothesis.	L1	5	CO1 CO2															
4	Calculate mode and coefficient of variation when arithmetic mean is 100, median = 95 and coefficient of skewness is 0.38	L3	5	CO2															
5	<p>Calculate correlation coefficient between variable X and Y from the following data:</p> <table><tr><td>Series</td><td>X</td><td>Y</td></tr><tr><td>Number of pairs of observation</td><td>10</td><td>10</td></tr><tr><td>Arithmetic mean</td><td>20</td><td>18</td></tr><tr><td>Standard deviation</td><td>6.75</td><td>6.75</td></tr><tr><td>Sum of squares of deviations from mean</td><td>135</td><td>138</td></tr></table> <p>Summation of product deviations of X and Y series from their respective arithmetic means is 115.</p>	Series	X	Y	Number of pairs of observation	10	10	Arithmetic mean	20	18	Standard deviation	6.75	6.75	Sum of squares of deviations from mean	135	138	L4	5	CO3
Series	X	Y																	
Number of pairs of observation	10	10																	
Arithmetic mean	20	18																	
Standard deviation	6.75	6.75																	
Sum of squares of deviations from mean	135	138																	



23MBA211

6	<p>The following data are given for marks in subject A & subject B in a certain examination.</p> <table><tr><td></td><td>A</td><td>B</td></tr><tr><td>Mean marks</td><td>50</td><td>95</td></tr><tr><td>Standard deviation</td><td>14</td><td>10</td></tr></table> <p>Coefficient of correlation between A &B = ± 0.66</p> <p>(1) Determine two regression equations.</p> <p>(2) Calculate the expected marks in A corresponding to 75 marks obtained by B</p>		A	B	Mean marks	50	95	Standard deviation	14	10	L4	5	CO3																				
	A	B																															
Mean marks	50	95																															
Standard deviation	14	10																															
7	<p>KHF wishes to test whether the preference pattern of Bangalore consumers for different kinds of milk is dependent on income levels. A random sample of 1200 consumers gives the following data. Use the Chi-Square test and determine whether the preference patterns are independent of income levels.</p> <table><tr><th rowspan="2">Income</th><th colspan="4">Type of milk preferred</th></tr><tr><th>Low fat</th><th>Medium fat</th><th>High fat</th><th>Total</th></tr><tr><td>Low</td><td>100</td><td>225</td><td>25</td><td>350</td></tr><tr><td>Medium</td><td>125</td><td>75</td><td>150</td><td>350</td></tr><tr><td>High</td><td>75</td><td>150</td><td>275</td><td>500</td></tr><tr><td>Total</td><td>300</td><td>450</td><td>450</td><td>1200</td></tr></table>	Income	Type of milk preferred				Low fat	Medium fat	High fat	Total	Low	100	225	25	350	Medium	125	75	150	350	High	75	150	275	500	Total	300	450	450	1200	L2	5	CO5
Income	Type of milk preferred																																
	Low fat	Medium fat	High fat	Total																													
Low	100	225	25	350																													
Medium	125	75	150	350																													
High	75	150	275	500																													
Total	300	450	450	1200																													
8	<p>A Sample of 100 dry battery cells tested to find the length of life produced the following results: mean is 12 hours; standard deviation is 3 hours. Assuming that the data is normally distributed, what percentage of battery cells are expected to have a life time of (i) more than 15 hours and (ii) less than 6 hours.</p>	L2	5	CO4																													
<p align="center">Section – B ®</p> <p>Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)</p>																																	
9	<p>Find the average wage of labor from the following table using step deviation method:</p> <table><tr><th>Wages (Rs)</th><th>Above 0</th><th>Above 10</th><th>Above 20</th><th>Above 30</th><th>Above 40</th><th>Above 50</th><th>Above 60</th><th>Above 70</th></tr><tr><th>No. of Labor</th><td>650</td><td>500</td><td>425</td><td>375</td><td>300</td><td>275</td><td>250</td><td>100</td></tr></table>	Wages (Rs)	Above 0	Above 10	Above 20	Above 30	Above 40	Above 50	Above 60	Above 70	No. of Labor	650	500	425	375	300	275	250	100	L3	10	CO1											
Wages (Rs)	Above 0	Above 10	Above 20	Above 30	Above 40	Above 50	Above 60	Above 70																									
No. of Labor	650	500	425	375	300	275	250	100																									
10	<p>Explain Briefly the Steps involved in Testing of Hypothesis.</p>	L1	10	CO2																													
11	<p>Write Notes On</p> <p>a. Skewness</p> <p>b. Linear and Non-Linear Correlation</p> <p>c. Parametric and Non-Parametric Test</p> <p>d. Mutually exclusive events</p>	L4	10	CO3																													
12	<p>Obtain rank correlation coefficient between the variables X& Y from the following pairs of observed values.</p> <table><tr><td>X</td><td>52</td><td>53</td><td>42</td><td>60</td><td>45</td><td>60</td><td>41</td><td>37</td><td>41</td><td>60</td></tr><tr><td>Y</td><td>65</td><td>68</td><td>43</td><td>38</td><td>77</td><td>48</td><td>38</td><td>38</td><td>25</td><td>65</td></tr></table>	X	52	53	42	60	45	60	41	37	41	60	Y	65	68	43	38	77	48	38	38	25	65	L3	10	CO3							
X	52	53	42	60	45	60	41	37	41	60																							
Y	65	68	43	38	77	48	38	38	25	65																							
13	<p>You are supplied with the following data only:</p> <p align="center">Variance of X = 36 $12X - 15Y + 99 = 0$ $60X - 27Y = 321$</p> <p>Calculate:</p> <p>a. The average value of X and Y</p> <p>b. Coefficient of Correlation between X and Y</p>	L1	10	CO3																													
14	<p>a. 2 persons A and B appear in an Interview for 2 vacancies in the same post. The Probability of A being selected is 1/5. The probability of B being selected is 1/3. i) What is the probability that both A and B will be selected ii) only one of them will be selected iii) none of them will be selected.</p>	L3	10	CO4																													



23MBA211

	b. Record shows that the probability is 0.00005 that a car will have a flat tyre while driving through a certain tunnel. Fit the distributions and find the probabilities that among 10000 cars passing through this tunnel. (i). at least two will have a flat tyre and (ii). At most two will have a flat tyre.																																												
15	Two independent samples of 8 and 7 items gave the following values: <table border="1"><tr><td>Sample A</td><td>29</td><td>11</td><td>13</td><td>21</td><td>15</td><td>9</td><td>22</td><td>14</td></tr><tr><td>Sample B</td><td>10</td><td>22</td><td>10</td><td>14</td><td>19</td><td>8</td><td>20</td><td></td></tr></table> Examine whether the difference between the means of two samples is significant at 5%	Sample A	29	11	13	21	15	9	22	14	Sample B	10	22	10	14	19	8	20		L4	10	CO5																							
Sample A	29	11	13	21	15	9	22	14																																					
Sample B	10	22	10	14	19	8	20																																						
Section – C Case Study – Compulsory (1 x 20=20)																																													
16	Four examiners assessed soft skill assessment test papers and gave the following marks to six candidates. Using hypothesis testing, test whether there is a significant difference in a) The performance of candidates b) Marks given by four examiners <table border="1"><tr><th rowspan="2">Examiner</th><th colspan="6">Performance</th></tr><tr><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>F</th></tr><tr><td>1</td><td>11</td><td>12</td><td>11</td><td>12</td><td>13</td><td>13</td></tr><tr><td>2</td><td>13</td><td>13</td><td>11</td><td>13</td><td>12</td><td>12</td></tr><tr><td>3</td><td>03</td><td>12</td><td>12</td><td>14</td><td>13</td><td>12</td></tr><tr><td>4</td><td>14</td><td>15</td><td>13</td><td>16</td><td>14</td><td>12</td></tr></table>	Examiner	Performance						A	B	C	D	E	F	1	11	12	11	12	13	13	2	13	13	11	13	12	12	3	03	12	12	14	13	12	4	14	15	13	16	14	12	L5	20	CO5
Examiner	Performance																																												
	A	B	C	D	E	F																																							
1	11	12	11	12	13	13																																							
2	13	13	11	13	12	12																																							
3	03	12	12	14	13	12																																							
4	14	15	13	16	14	12																																							



23MBA211





23MBA212

Subject Code: 23MBA212

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

REG.NO

RV INSTITUTE OF MANAGEMENT, BENGALURU-5600041**(Autonomous Institution Affiliated to BCU)****First Semester MBA Semester End Examinations, May/June- 2024****Subject Name: ECONOMICS FOR MANAGERS****Time: 3 Hours****Maximum Marks: 100**

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 SIX of the following questions. Each question carries FIVE marks. (5 x 6 =30)				
1	How does Managerial Economics help the Managers in decision-making?	L2	5	CO1
2	Explain the concept of opportunity cost and its linkage with PPC	L2	5	CO1
3	Discuss the factors that cause the demand curve to shift. Illustrate graphically.	L3	5	CO1
4	Consider two goods X & Y. There was no change in price of X but its demand increased from 5500 units to 6000 units. On analysis, it was found that price of another commodity Y has increased from Rs 225 to Rs 250. Find out the cross elasticity of demand between X & Y and also find the relationship between the two goods X & Y.	L3	5	CO2
5	Ordinal utility theory is more realistic as compared to cardinal utility analysis. Justify	L4	5	CO1
6	Explain cost reduction and cost control. Explain the different techniques of cost control.	L2	5	CO3
7	Discuss the 4 Phases of Business Cycles with the help of a neat diagram.	L2	5	CO5
8	What are the types of price discrimination under monopoly market?	L1	5	CO3




23MBA212

Section – B**Answer any FIVE of the following questions. Each question carries TEN marks. (10 x 5 =50)**

9	The price of wheat and its demand produced by Fresh Grains Pvt Ltd in 2019 is given in the following table. Fit a linear regression line and estimate the demand for wheat when the price is Rs 28 per Kg and Rs 40 per Kg. <table><tr><td>Price (Rs/Kg)</td><td>18</td><td>20</td><td>25</td><td>30</td><td>32</td></tr><tr><td>Demand (Kgs)</td><td>90</td><td>85</td><td>75</td><td>70</td><td>65</td></tr></table>	Price (Rs/Kg)	18	20	25	30	32	Demand (Kgs)	90	85	75	70	65	L3	10	CO2
Price (Rs/Kg)	18	20	25	30	32											
Demand (Kgs)	90	85	75	70	65											
10	What are the possible consequences if a large-scale iron and steel firm places its product in the market without having estimated the demand for its product? Justify your answer with relevant demand forecasting techniques	L4	10	CO2												
11	Explain the various types of economies of scale.	L2	10	CO3												
12	Explain the qualitative and quantitative measures in Monetary policy	L2	10	CO4												
13	Illustrate the circular flow of income in a 4 sector model with the help of a neat diagram	L2	10	CO4												
14	Explain the various stages in long run production function with a suitable Examples.	L3	10	CO4												
15	What is the Consumption Function? Explain Keynes Psychological Law of Consumption.	L2	10	CO5												

Section – C**Case Study – Compulsory (1 x20=20)**

16	From the following data, compute (a) NI using Income Method (b) GNPmp using Expenditure method:	L5	20	CO4
				
Sl No	Particulars	Rs in Crores		
1	Govt. Final Expenditure	790		
2	Indirect Taxes	880		
3	Gross Fixed Capital Formation	1330		
4	Mixed Income of Self employed	2930		
5	Subsidies	110		
6	Changes in Stock	320		
7	Rent, Interest, Profit	960		
8	Consumption of Fixed Capital	410		
9	Private Final Consumption Expenditure	5220		
10	Import of Goods& Services	570		
11	Export of Goods & Services	480		
12	Net Factor Income from Abroad	(-)50		
13	Compensation of employees	2500		