

**MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)**

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)  
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad

**MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, JUNE-2018**

Subject: Business Communication Theory

**Time: 3 hours**

**Max. Marks: 60**

**PART – A**

**Answer the following Question**

**1x20Marks=20 Marks**

1. Discuss the important components of written communication. Write a letter elaborating on the key parts of a business letter by taking a company that you know as example.

**PART-B**

**Answer any FIVE Questions of the following**

**5x8 Marks= 40Marks**

1. What is grapevine? Outline the importance of informal communication in an organization.
2. Write short notes on
  - a) Skimming reading
  - b) intensive reading
3. "E-mail has become easiest means of communicating in today's life". Discuss.
4. Elaborate on the various means of business correspondence.
5. Discuss on the various steps involved in writing a business report.
6. Elaborate on the important tips for an effective presentation.
7. Outline the various strategies applied in writing the body of letter.



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**MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, JUNE-2018**

Subject: Managerial Economics

**Time: 3 hours**

**Max. Marks: 60**

**PART – A**

**Answer the following Question**

**1x20Marks=20 Marks**

1. Discuss in detail the cost-output relationship in both short-run and long-run. Give appropriate examples for the same.

**PART-B**

**Answer any FIVE Questions of the following**

**5x8 Marks= 40Marks**

1. Write a note on the following
  - a) Relationship between Managerial Economics and Finance
  - b) Discounting principle
2. Write a note on the following
  - a) Elasticity of demand
  - b) Law of Supply
3. Write a note on the following
  - a) Returns to Factors
  - b) Economies of scale
4. Write a note on cost concepts. Describe in detail the determinants of cost.
5. Discuss the price-output determination in perfect competition.
6. Discuss the marketing research approaches to demand estimation.
7. Explain Cobb-Douglas Production function in detail.



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**MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, JUNE-2018**Subject: Business Environment

Time: 3 hours

Max. Marks: 60

**PART – A**

Answer the following Question

1x20Marks=20 Marks

1.

- A. Critically examine the crucial elements of Industrial Policy 1991, highlighting the progress made and the constraints to industrial growth.
- B. What is meant by GST? Discuss the major policy initiatives with respect to implementation of GST in various States.

**PART-B**

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1.

- a. What is meant by Foreign Direct Investment in and out? Why is it necessary for the development of a country?
- b. Define MSME? Explain the various initiatives of Govt. to promote MSMEs investments in the country.

2.

- a. What are Expansionary and Contractionary monetary policies? Explain the concrete reasons for increasing interest rates in the recent times.
- b. Explain the salient features of Union Budget 2017-18.

3.

- a. Discuss the growth and development of derivative markets in India. Explain the new derivative products introduced in the Indian Markets.
- b. What are Sectoral Indices? Explain any three sectoral indices.

4.

- a. Discuss the functions and objectives of WTO? What are the major achievements and limitations of WTO?
- b. Examine the role of SEBI, in protecting the rights of retail investors and minority shareholders in various issues in capital market.

5.

- a. Explain the FEMA regulations applicable to MNCs in service sector.
- b. What are benefits offered to exporters in promoting international trade.

6.

- a. Discuss the functions and working of stock exchange.
- b. Explain the various initiatives of RBI in addressing the NPA problem in the banks.

7.

- a. What is a Shariah Index? Write a note on NSE NIFTY 50 Shariah index.
- b. Explain the Concept of Balance of Payments (BOP) and Balance of Trade (BOT) with examples.



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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, JUNE-2018**Subject: Financial Accounting & Analysis

Time: 3 hours

Max. Marks: 60

**PART – A**

Answer the following Question

1x20Marks=20 Marks

1. From the following Trail Balance Account of Suresh as on 31<sup>st</sup> December, 2002, prepare Trading & Profit and loss account and Balance sheet.

Heads of accounts	Debit Balance (Rs.)	Credit Balance (Rs.)
Purchase of materials	32,000	
Productive wages	13,000	
Sales		60,000
Salaries	4,000	
Travelling expenses	1,000	
Carriage inwards	550	
Insurance	300	
Commission	650	
Rent and taxes	1,000	
Cash in hand	350	
Cash at bank	5,550	
Repairs	600	
Sundry expenses	110	
Mortgage		6,100
Buildings	8,000	
Machinery	3,000	
Furniture	1,000	
Stock on hand (1.1.2002)	11,500	
Capital		21,310
Sundry debtors	9,000	
Sundry creditors		4,200
	<b>91,610</b>	<b>91,610</b>

**ADJUSTMENTS:**

1. Prepaid rent Rs.100
2. Depreciate buildings @10%; machinery @20%, furniture @15%
3. Provide for bad debts Rs.100
4. Outstanding insurance Rs.50
5. Closing stock Rs.12,000

**PART-B**

Answer any FIVE Questions of the following

5x8 Marks= 40Marks

1. What are GAAP principles? Explain their implications on accounting system?
2. Explain the impact of measuring the depreciation on accounting? What are the various methods of depreciation of assets?

3. ABC Limited Company issued 60,000 Ordinary Shares of Rs. 100 each payable Rs. 25 on application, Rs. 50 on allotment and Rs. 25 each on subsequent call, 60,000 shares were fully-subscribed and moneys duly received. You are required to give journal entries, Cash Book and Balance Sheet of the company.
4. Explain the importance of financial statement analysis? Differentiate funds flow and cash flow statement?
5. The following is an extract from the financial statements of a firm dealing in fertilizers. The fertilizer business, in general has an inventory ratio of 6 times.  
Determine the following ratios: a) inventory turnover ratio b) Average period of holding the stocks.  
Sundry debtors – Rs.45,000; closing stock – Rs.30,000; Sales – Rs.4,00,000; Sales return – Rs.20,000; stock as on 1.1.2017 – Rs.40,000; stock as on 31.12.2017 – 60,000; 60% of the sales are credit sales.
6. Write short notes on a) Book of original entry b) capital and revenue expenses c) Trail Balance.
7. What is the meaning of goodwill and explain various techniques of valuation of goodwill