

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Maisammaguda, Dhulapally, (Post Via kompally), Secunderabad-500 100.

MBA I SEM REGULAR END EXAMINATIONS, FEBRUARY - 2017

SUBJECT: **MANAGERIAL ECONOMICS**

Time: **3 Hours**

Max Marks: **60M**

PART-A

Answer all questions

5 * 4 = 20

1. Briefly explain about skimming price and penetration pricing
2. describe the features of monopolistic competition
3. Explain the concept of opportunity cost
4. Discuss the salient features of managerial economics
5. What is demand. Explain the factors affecting demand analysis

PART-B

Answer any five questions

5*8=40

1. Managerial economics is applied economics. Elucidate
2. Explain the concepts of managerial economics
3. What do you mean by demand forecasting. Explain the techniques of demand forecasting
4. Explain elasticity of demand.
 - i) Infinite Elasticity of demand
 - ii) Zero elasticity of demand
 - iii) < 1 Elasticity of Demand
 - iv) > 1 Elasticity of Demand
 - v) Unit Elasticity of Demand
5. Explain the internal and external economies of scale
6. Explain the cost-output relationship in the Short-run and Long run
7. Explain the price-output determination in Monopoly
8. What is the purpose of pricing. Discuss the methods of pricing

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MBA I SEM REGULAR & SUPPLEMENTARY EXAMINATIONS, FEBRUARY - 2017**SUBJECT: BUSINESS COMMUNICATION AND SOFT SKILLS THEORY**

Time: 3 Hours

Max Marks: 60M

PART-A**Answer All Questions**

1. Correct the following sentences
 - A. All living organism will be burnt alive.
 - B. The treaty still awaits to be implement by the developed countries.
 - C. The UN report say that there are a small window of opportunity.
 - D. It is possible to limit the global temperature?
2. Write a short note on skimming and scanning.
3. Write a brief note on the importance of Emails in communication.
4. What is an SOP?
5. What are the parts of a report?

PART - B**Answer any Five Questions**

5x8m=40 M

1. A. Fill the blanks with suitable verbs: 1/2m x 4 = 2m
 - i. The teachers ____ (be) attending a training program.
 - ii. Chaitanya ____ (trouble) his mother for an ice cream since evening.
 - iii. The shopkeeper ____ (weight) the sugar.
 - iv. If I ____ (be) the Principal, I would have reduced the burden of home works.
- B. Use the words given in the brackets with appropriate affixes. 1/2m x 4 = 2m
 - i. He was acting in a very ____ (child) way.
 - ii. I couldn't find any ____ (weak) in his theory.
 - iii. The event was totally ____ (organize). It was terrible.
 - iv. The bacteria are so small that you need a ____ (scope) to see them.
- C. Identify the parts of speech for the underlined words: 1/2m x 4 = 2m

He may be slow but he can disappear in a hurry. He also likes to eat strawberries.
- D. Use the given phrasal verbs in your own sentences: 1/2m x 4 = 2m
 - i. get rid of ii. look after iii. take back iv. make up for
2. a. Write brief note on types of reading. 4m
b. Explain critical reading and interpretative reading. 4m
3. a. What are the logistics of business letter writing? 4m
b. Discuss conciseness, courtesy and consideration from 7cs of communication. 4m
4. You want to get admission into MBA program from a reputed university abroad. 8m
Prepare a Statement of purpose.

5. The wellness industry is booming in the Asian countries. You, along with your 2 friends are willing to make an entry in the hospitality business. All three of you hold a management degree in hospitality management. Prepare a report to analyze all dimensions associated to the industry. 8m
6. a. Give the meaning of these idioms and use them in your own sentences. 4m
i) once in a blue moon ii) piece of cake iii) sit on the fence iv) miss the boat
b. Read the given passage and answer the questions given below. 4m

The skin on a human and on some animals might not look and feel the same but they serve the same purpose; to protect the delicate tissues underneath. For animals, their coverings also serve as protection from the harsh environments as well as predators.

There are many types of animal coverings. for the mammals, they have skin that can grow and repair itself. It is also elastic, stretching to allow the animal to move in a lot of different ways. Insects, however, are normally covered with a hard, inflexible outer shell. This is excellent protection against other animals that might attack it. However, it does not allow the insects much movement.

Another important role of the covering is to provide the animal with a water resistant seal, that is, it provides a barrier for water to enter or exit the animal. For land animals, the skin prevents water from leaving the body by locking in the moisture. Otherwise, land animals will quickly die and shrivel if exposed to air for too long. For aquatic animals however, the opposite happens.

Too much water in the aquatic animals' bodies can be fatal.

Many vertebrates have a covering on top of their skin that provides added protection. Hair, fur, and feathers help to insulate animals from the cold, just as a winter coat keeps you warm on a cold day. These coverings, as well as scales, also protect the skin.

- a) What is the main purpose of coverings on both human and animals?
 - b) How is the skin being elastic helpful to animal?
 - c) How do you think the covering of an insect protects it from attacks by other animals?
 - d) What happens to aquatic animals when too much water enter their bodies?
7. a. You planned to organize a cultural event in the premises of a professional college. Write a letter seeking permission from the college authorities. 4m
b. What are the common mistakes that need to be avoided during presentations? 4m
8. Answer any ONE of the following questions. 8m
- a. Explain the concept, skills and strategies to make effective presentations.
 - b. **Case study:** Josh has recently been promoted to regional manager for an investment firm. He feels very secure with the finance part of his job but feels pressure with the new promotion requirements. He will need to present bimonthly speeches to top management, run daily meetings, and write dozens of memos and reports. He must also give motivational seminars at least twice a year to his department heads. Josh would like to improve his writing skills and make his presentations clear, concise, and motivational.
Question: What suggestions would you give Josh to help make his presentations more professional and interesting?

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MBA I SEM REGULAR & SUPPLEMENTARY EXAMINATIONS, JANUARY - 2017**SUBJECT: BUSINESS LAWS AND REGULATIONS**Time: **3 Hours**Max Marks: **60M****PART-A****Answer All Questions****5x4M=20M**

1. Explain the Essential Elements of Valid Contract
2. Explain the Definition and Characteristics of Promissory Note
3. Explain types of Resolutions
4. Explain Types of Company Meetings
5. Make a Brief Note of Computer Crimes

PART - B**Answer any Five Questions****5x8m=40 M**

1. Define the Sale of Goods Act, 1930 and Discuss the Salient Features of the Act with due examples.
2. Explain the Procedure Of Discharge From Liability On Notes, Bills And Cheques
3. Discuss the Powers, Duties, & Liabilities of Directors under Company's Act. 1956
4. Define VAT. Discuss the significance of VAT in changing scenario.
5. Discuss the need for cyber laws in Indian Context with suitable illustrations.
6. (a) Explain the Contract of Agency
(b) Explain Holder- Holder in due course
7. (a) Explain the Procedure for Winding up of Company
(b) Explain the Classification of Goods under central excise Act.

8. Answer any ONE**(a) *Carlill v. Carbolic Smoke Ball Co.* [1893]****Facts**

Carbolic Smoke Ball Co. (D) manufactured and sold The Carbolic Smoke Ball. The company placed advertisements in various newspapers offering a reward of 100 pounds to any person who used the smoke ball three times per day as directed and contracted influenza, colds, or any other disease. After seeing the advertisement, Carlill purchased a ball and used it as directed. Carlill contracted influenza and made a claim for the reward. Carbolic Smoke Ball refused to pay and Carlill sued for damages arising from breach of contract. Judgment for 100 pounds was entered for Carlill and Carbolic Smoke Ball appealed.

Issue:

Discuss the issues involved in the case related to Offer and Acceptance.

(b)) Discuss the Indian IT Act and challenges to Indian Law

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MBA I SEM REGULAR & SUPPLEMENTARY EXAMINATIONS, JANUARY - 2017**SUBJECT: Management and Organizational Behaviour****Time: 3 Hours****Max Marks: 60M****PART-A****Answer All Questions****5x4M=20M**

1. Explain the functions of management?
2. Explain various types of planning?
3. Explain Maslow's needs theory in detail?
4. Explain the importance of Organizational Behaviour?
5. Explain the problems of control process?

PART – B**Answer any Five Questions****5x8M=40 M**

1. What is Management? Explain in detail the four key pillars of classical theory (theory- X)? Explain the disadvantages of classical theory?
2. What is planning? Explain in detail the steps in process of planning with the help of a flowchart?
3. What is motivation? Explain the theories of Mc-Cellands needs theory in detail?
4. What is Organization? Explain in detail the Principles of Organization
5. Define Controlling? Explain in detail the process of Controlling?
6. "A good leader is not necessarily a good manager". Discuss this statement and compare leadership with manger ship?
7. Explain types of Organization Structure and various factors influencing the choice of structure?
8. Answer any **ONE**
 - a. What is Decision making? Explain Mint berg's empirically based phases of decision making in organization with the help of a flow chart?

OR**B. Restructuring Korea's Daewoo**

Daewoo was founded in 1967 by its hardworking relentlessly driven chairman Kim (surname) Woo-Choong. After its initial success in exporting textiles, the company expanded into trade, autos, machinery, consumer electronics, construction, heavy shipping, computers, telephones, and financial services, becoming Korea's fourth largest business group. The company became, for example, a textile supplier for Sears, Christian Dior, Calvin Klein, and London Fog. Daewoo also engaged in a joint venture with General Motors to build the Le Mans car. However, labor and other problems limited the car shipments.

Chairman Kim's philosophy of hard work and the value placed in people were important factors in the firm's success. However, in the late 1980s and early 1990s, the company faced several problems. For one, Kim was concerned that with the increasing prosperity of Koreans, the workforce might lose the spirit of hard work. Moreover, there was a growing discontent among the younger workers and a lessening of motivation.

Through Kim's hands-off approach to managing, some of the companies in the Daewoo group went out of control. For example, in the profitable heavy shipping industry, he noticed many unnecessary expenses. The elimination of company sponsored barbershops saved the company \$8 million a year. In general, Daewoo's workforce is young and well educated. In contrast to similar positions in many other Korean companies, top positions at Daewoo are occupied by managers with no family ties.

Although Daewoo is a major company with 91,000 employees, it is not dominant in any one industry. The strategy of being a supplier for major foreign companies, such as Caterpillar, General Motors, and Boeing, may have led to bypassing opportunities for becoming a major marketer of its own brands. Now in the 1990s, Kim is also looking at opportunities in Europe; for example, he formed a joint venture with a distribution company in France.

The massive restructuring has already had some positive effects. Kim sold some steel, financial, and real estate units. The hands-off managerial style has been replaced by hands-on style, resulting in recentralization. Managers were "retired" or otherwise let go. Thousands of positions were also eliminated.

Things were looking better in 1991. The company lost money in 1988 and 1989 but made some profit in 1990 partly because of the sale of some major assets. The joint venture with GM registered a healthy growth. The company was also optimistic about the future of the new compact car Espero. Still, Daewoo had to cope with its labor costs and Japanese competition.

What looked good in the early 1990s, dramatically changed in the latter part during that decade and especially in the years 2000 to 2002. In 2000, Ford planned to buy Daewoo Motors for some \$7 billion. However, the deal fell apart later in that year. Moreover, the company went bankrupt in November 2000. Chairman Kim mysteriously disappeared. He liked to think big, and also left the company with big debts behind. Several billion dollars were also unaccounted for. With Ford out of the picture, General Motors (GM) entered seriously in negotiations with Daewoo, which was once Korea's second biggest car maker. On April 30, 2002, GM agreed to buy the bankrupt company that was named GM-Daewoo. What is in it for GM? The acquisition is a key component of its global strategy. On the other hand, restructuring Daewoo is going to be a formidable task. The brand image has to be restored and the Korean market share of 10 per cent (which was 37 per cent in 1998) has to be improved. The product line also has to be reviewed and complemented with new models. Moreover, GM-Daewoo can expect difficulties with Korea's aggressive unions.

Questions

1. How can Daewoo stay competitive with the Japanese?
2. What are some of the controllable and uncontrollable factors in this case? How should Mr. Kim respond to those factors?
3. What do you think of Daewoo's expansion into central Europe? What are the advantages and risks for the company?
4. Why do you think GM acquired the company, while Ford did not?

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MBA I SEM REGULAR & SUPPLEMENTARY EXAMINATIONS, FEBRUARY - 2017**SUBJECT: FINANCIAL ACCOUNTING AND ANALYSIS**

Time: 3 Hours

Max Marks: 60M

PART-A**Answer All Questions****5X4=20 Marks**

1. Define Accounting. Explain any four accounting concepts.
2. What is a trial balance? Discuss the errors disclosed by trial balance.
3. Explain the advantages and disadvantages of single entry system.
4. In a factory, stores are issued and accounted for on FIFO method. If the stock of a particular material on 1st Jan.2014 is 1,000 units valued at Rs. 5 per unit and the particulars of purchases and issues during the month of January 2014 are as follows, prepare a statement showing how the value of issues should be arrived at:

Jan. 3	Purchases	200 units at Rs. 5.50
Jan. 9	Issues	1,000 units
Jan. 15	Purchases	1,400 units at Rs. 6.00
Jan. 17	Issues	1,000 units
Jan. 21	Purchases	800 units at Rs. 6.50
Jan. 23	Issues	1,000 units

5. From the following information, calculate cash from operations:

	2014 (Rs.)	2015 (Rs.)
P&L A/c (Credit)	40,000	50,000
Debtors	20,000	26,000
Bills receivable	20,000	12,000
Prepaid Rent	1,000	800
Goodwill	20,000	14,000
Depreciation	32,000	40,000
Creditors	20,000	30,000

PART-B**Answer any FIVE questions****5X8=40 Marks**

1. What are the objectives of Accounting Standards? Explain any five Accounting Standards issued by ICAI.
2. What do you mean by Depreciation? Explain any four methods of Depreciation.

3. From the following transactions write journal entries and post them into ledger in the books of Mr.Rohith.

2012		Rs.
Mar.1	Goods sold for cash	2,600
Mar.2	Goods purchased for Cash	200
Mar.3	Purchase of goods on credit from Kumar	3,000
Mar.4	Sale of goods to Manikyam on credit	4,000
Mar.5	Cash received from Manikyam	2,500
Mar.6	Cash paid to Kumar	2,000
Mar.7	Furniture purchased for cash	300

4. From the following Trial Balance of M/s Sunny Traders as on 31-3-2014. Prepare profit and loss A/c and Balance Sheet as on 31-3-2014.

Particulars	Debit Balances Rs.	Credit Balances Rs.
Capital		1,00,000
Drawings	18,000	
Buildings	15,000	
Furniture	7,500	
Motor van	25,000	
Loan to Hariprasad	15,000	
Interest	450	
Sales		1,00,000
Purchases	75,000	
Stock on 1.4.2013	25,000	
Establishment expenses	15,000	
Freight inward	2,000	
Freight outward	1,050	
Bank overdraft		25,000
Commission received		7,500
Sundry debtors	28,000	
Bank balance	20,500	
Sundry creditors		15,000
	2,47,500	2,47,500

Adjustments:

- Closing stock was valued at Rs. 25,000.
- Depreciate buildings by 10% and furniture by 5%.
- Provide a Reserve for Bad debts @ 5%.
- Provide for discount on debtors and creditors @ 3%.

5. The statement of affairs of Sri Dipak Roy as on 1st April 2014 is given below:

Liabilities	Rs.	Assets	Rs.
Sundry Creditors	16,500	Cash	7,450
Accrued Expenses	3,500	Sundry Debtors	25,350
Capital Accounts	50,000	Stock	30,300
		Furniture	6,900
	70,000		70,000

During the year ended 31st March 2015, his drawings amounted to Rs. 15,000. He also withdrew goods worth Rs. 600 for his personal use. On 1st October 2014, he transferred some of his household Furniture to the business at a value of Rs. 2,100.

His assets and liabilities as on 31st March 2015 were:

Liabilities	Rs.	Assets	Rs.
Sundry Creditors	18,600	Cash	6,580
Accrued Expenses	4,300	Sundry Debtors	36,900
		Stock	40,320
		Furniture	9,000
		Prepaid Rent	400

Furniture is to be depreciated @ 10% p.a. and a provision is to be created on Debtors @ 5%, Interest @ 5% is to be allowed on capital as at the beginning of the year.

Ascertain the profit or loss for the year ended 31st March, 2015, and prepare a Statement of Affairs as on that date.

6. From the following Balance Sheets of XL Ltd., prepare a statement of sources and application of funds.

Liabilities	2013 Rs.	2014 Rs.	Assets	2013 Rs.	2014 Rs.
Share Capital	1,00,000	1,25,000	Land	1,00,000	95,000
General Reserve	25,000	30,000	Plant	75,000	84,500
Profit & Loss A/c	15,250	15,300	Stock	50,000	37,000
Bank loan	35,000	20,000	Debtors	40,000	32,100
Creditors	75,000	47,600	Cash	250	300
Provision for taxation	15,000	17,500	Goodwill	-	6,500
	2,65,250	2,55,400		2,65,250	2,55,400

Additional Information:

- Dividend of Rs. 11,500 was paid.
- Depreciation written off on plant Rs. 9,000
- Income tax paid Rs. 16,500

7. (a) Explain the advantages and limitations of Accounting.
(b) Explain the differences between Journal & Ledger.

8 Write any one question from the following

- Explain the advantages and limitations of Ratio analysis.
- What is a cash flow statement? Explain the merits and demerits of Cash flow statements.

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MBA I SEM REGULAR & SUPPLEMENTARY EXAMINATIONS, FEBRUARY - 2017**SUBJECT: STATISTICS FOR MANAGEMENT**

Time: 3 Hours

Max Marks: 60M

PART-A**Answer All Questions****5X 4M=20M**

1. Define Statistics. Discuss its relevance in business decision making.
2. A Multinational company has set up a new network in its office. To monitor the performance of the network the company recorded the number of server failures over a period of 30 days. Calculate the mode for the following distribution:

No. of Failures (Per Day)	Frequencies
0 – 2	5
2 – 4	18
4 – 6	7
Total	30

3. Explain briefly the various methods that are used for graphical representation of data methods.
4. A research company has designed three different systems to clean up oil spills. The following table contains the results, measured by how much surface area (in square meters) is cleared in 1 hour. The data were found by testing each method in several trials. Are the three systems equally effective? Use 0.05 as level of significance.

System A	55	60	63	56	59	55
System B	57	53	64	49	62	
System C	66	52	61	57		

5. Sam, Owner of the Campus Stationery store, is concerned about the sales behavior of compact cassette tape recorders sold at their store. From the data collected, he realizes that there are many factors that explain sales, but believes that advertising and price are major determinants.

Sales (Units sold)	Advertising (No. of ads)	Price (\$)
33	3	125
61	6	115
70	10	140
82	13	130
17	9	145
24	6	140

- (i) Calculate the least-squares equation to predict sales from advertising and price.
- (ii) If advertising is 7 and price is \$132, what sales would you predict?

PART – B

Answer any **Five** Questions

5x8m=40 M

1. Distinguish between descriptive statistics and inferential statistics.
2. The following data gives value of equity holdings of 20 of the India's billionaires. Calculate the arithmetic mean equity holdings of 20 of India's billionaires.

Name	Equity Holdings (Millions of Rs.)
Kiran Mazumdar-Shaw	2717
The Nilekani Family	2796
The Punj Family	3098
Karsanbhai K. Patel & Family	3144
Shashi ruia	3527
K. K. Birla	3534
B. Ramalinga Raju, Rama Raju & Family	3862
Habil f. Khorakiwala	4187
The Murthy Family	4310
Keshub Mahindra	4506
The Kirloskar Family	4745
M. v. Subbiah & Family	4784
Ajay G. Piramal	4923
Uday Kotak	5034
S. P. Hinduja	5071
Subhash Chandra	5424
Adi godrej	5561
Vijay Mallya	6505
V. N. Dhoot	6707
Naresh Goyal	6874

3. The following data pertain to agricultural production and industrial production, showing percentage change over previous year.

Year	Agricultural Production	Industrial Production
1996-1997	9.3	5.6
1997-1998	-6.1	6.6
1998-1999	7.4	4.0
1999-2000	-2.2	6.2

Show these data by bar diagrams separately for agricultural and industrial production.

4. Quotations of index number of security prices if a certain joint stock company and of process of preference shares & debentures are given below:

Preference share price(x)	73.2	85.8	78.9	75.8	77.2	81.2	83.8
Debentures price(y)	97.8	99.2	98.8	98.3	98.3	96.7	97.1

Use the method of Spearman's rank correlation to determine the relationship between preference prices and debenture prices.

5. David Curl Builders has collected quarterly data on the number of homes it has started during the last 5 years.

	Spring	Summer	Fall	Winter
1991	8	10	7	5
1992	9	10	7	6
1993	10	11	7	6
1994	10	12	8	7
1995	11	13	9	8

- (i) Construct a 4-quarter centered moving average and plot it on a graph along with the original data.
(ii) If David's working capital needs are related directly to the number of starts, by how much should his working capital need decrease between summer and winter?

6. a. With suitable examples discuss the importance of statistical methods to a marketing firm.

- b. New cars sold in December at eight Ford dealers within 50 miles can be described by this data set:

200 156 231 222 96 289 126 308

- (i) Compute the range, inter-quartile range, and standard deviation of these data.
(ii) Which of the three measures you have computed in part (a) best describes the variability of these data?

7. a. What are the advantages of diagrammatic presentation of data?

- b. As a part of a study of the unemployment up on society, the Osmania University sociologist would like to determine the relationship between unemployment and suicide attempts. The following results of a survey of the same 8 A.P cities presents the number of suicide attempts per 1000 residents and the corresponding % of unemployment. Calculate the Karl Pearson coefficient of correlation.

Unemployment %	7.3	6.4	6.2	5.5	6.4	4.7	5.8	7.9
Suicides/ 1000	22	17	9	8	12	5	7	19

8. Answer any **ONE**

- a. A newspaper publisher, trying to pinpoint his markets characteristics, wondered whether newspaper readership in the community is related to reader's educational achievement. A survey questioned adults in the area on their level of education and their frequency of readership. The results are shown in the following table.

Frequency of readership	Level of education achievement				Total
	Professional/ Post graduate	College/ Graduate	High School Grad	Did not Complete High School	
Never	10	17	11	21	59
Sometimes	12	23	8	5	48
Morning/ Evening	35	38	16	7	96
Both editions	28	19	6	13	66
Total	85	97	41	46	269

Use chisquare test at the 0.10 significance level, does the frequency of newspaper readership in the community differ according to the reader's level of education?

- b. Uh-oh. The defect rate has risen recently and the responsibility has fallen on your shoulders to identify the problem so that it can be fixed. Two of the three managers (Jones, Wallace, and Lundvall) who supervise the production line have already been in to see you, & their stories are fascinating. Some accuse Jones of being the problem, using words such as "careless" and "still learning the ropes" based on anecdotal evidence of performance. Some of this is ordinary office politics to be discounted, of course, but you feel that the possibility should certainly be investigated nonetheless. Jones has countered by telling you that defects are actually produced at a higher rate when others are in charge and that, in fact, Wallace has a much higher error rate.

Percent Defective Wallace 14.35% Jones 7.84%

Soon after, Wallace comes into your office, telling that Jones is an ... and is not to be believed. After calming down, he begins mumbling – something about being given difficult assignments by the upper level management. However, even when he is asked directly, the high error rate is not denied. You are suspicious: It certainly looks as though you've found the problem. However, you are also aware that Wallace has a good reputation among technical experts and should not be accused without first further probe. While you're at it, you decide that it would be prudent to also look at Lundvall's error rates, as well as the two different types of production: one for domestic & overseas clients.

Here is the more complete data set you assemble, consisting of counts of items produced recently:

	DEFECTIVE	NON-DEFECTIVE
Domestic Clients		
Wallace	3	293
Lundvall	12	307
Jones	131	2368
Overseas Clients		
Wallace	255	1247
Lundvall	75	359
Jones	81	123

Discussion questions

1. Is Jones correct? Is it true that Jones has the lowest defect rate overall? Are Jones percentages correct overall?
2. Is Wallace correct? What percent of Wallace's production was more demanding? How does this compare to the other 2 managers?
3. Look carefully at conditional defect rates given various combinations of manger and production client. What do you find?
Should you recommend that Wallace start looking for another job? If not, what do you suggest?