MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

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

MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: <u>MANAGEMENT FUNDAMENTALS</u>

Time: **3 Hours**   Max. Marks: **75**

PART-A

Answer the Following Question   **1X25=25M**

John Godwin, chief executive of Tri-State Telephone, leaned back in his chair and looked at the ceiling. How was he ever going to get out of this mess? At last night's public hearing, 150 angry customers had marched into protest Tri-State's latest rate request. After the rancorous shouting was over and the acrimonious signs put away, the protesters has presented state regulators with some sophisticated economic analyses in support of their case. Additionally, there were a number of emotional appeals form elderly customers who regarded phone service as their lifeline to the outside world.

Tri-State Telephone operated in three states and had sales of over $3 billion, During the last five years, the company had experienced a tremendous amount of change. In 1984, the AT &T divestiture sent shock waves throughout the industry, and Tri-State Telephone had felt the effects, as pricing for long-distance telephone service changed dramatically. The Federal communications Commission instituted a charge to the effect that customers should have " access" to long-distance companies whether or not they were in the habit of making long distance calls. Consumer groups, including the Consumer Federation of America and the Congress of Consumer Organizations, had joined the protest, increasing their attention on the industry and intervening in regulatory proceedings wherever possible. The FCC was considering deregulating as much of the industry as possible, and Congress was looking over the commissioner's shoulder. Meanwhile, the Department of Justice and Judge Harold Greene (both of whom were responsible for monitoring the AT&T divestiture) continued to argue about what business companies like Tri-State be engaged in.

In addition, technology was changing rapidly, Cellular telephones, primarily used in cars, were now hand-held and could be substituted for standard phones. Digital technology was going forward, leading to lower costs and requiring companies like Tri-State to invest to keep up with the state of the art. Meanwhile, rate increases negotiated during the inflationary 1970s were keeping earnings higher than regulators would authorize. New. " intelligent" terminals and software developments gave rise to new uses for the phone network (such as using the phone for an alarm system), but as long as customers paid one flat fee, the phone company could not benefit from these new services.

Godwin's company has recently proposed a new pricing system whereby users of local telephone services would simply pay for what they used rather than a monthly flat fee. All of the senior managers were convinced that the plan was fairer, even though some groups who used the phone with notable frequency (like real estate agents) would pay more. It would give the company an incentive to bring new services to their customers, and customers would be able to choose which ones to buy. None of them had anticipated the hue and cry from the very customers who would save money under the new plan. For instance, Godwin's studies showed that the elderly were very light users of local service and could save as much as 20 percent under the new plan.

After the debacle at the hearing the previous night, Godwin, was unsure how to proceed. If he backed off the new pricing plan, he would have to find a different way to meet the challenges of the

future-maybe even different businesses to augment company income. Alternatively, the company could not stand the negative press form a protracted battle, even though Godwin thought that the regulators were favorably disposed toward his plan. In fact, Godwin himself believed the company should help its customers rather than fight with them.

Case Questions:
1. Who are the stakeholders in this case?
2. Which stakeholders are most important?
3. What are the critical trends in Tri-State's environment?
4. Why do you think Tri-State's customers are so upset?
5. What should John Godwin do?

PART-B

Answer any FIVE Questions   5x10M=50M

1. Management in businesses and organizations is the function that coordinates the efforts of people to accomplish goals and objectives by using available resources efficiently and effectively." Justify the statement and discuss the evolution of management thoughts in detail.

2. How mangers find a problem and opportunity in a complex organization and make a detailed not on creative problem solving process and effective decision making process with an illustration.

3. a) Set objectives & criteria for problem solving.   [5M]
   b) Generate creative & innovative alternatives.   [5M]

4. a) State the corporate strategies and Business strategies.   [5M]
   b) Explain the TOWS matrix.   [5M]

5. What do you mean by strategy, its features and make a detailed note on mission, procedure to develop an organization mission.

6. Define leadership and brief on behavioural leadership theories in the current business context.

7. Discuss the role of information technology in interpersonal communication process and describe how control systems are established in an organization.

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MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017
SUBJECT: <u>MANAGERIAL ECONOMICS</u>

Time: **3 Hours**   Max. Marks: **75**

PART-A

Answer the Following Question   **1X25=25M**

1.   Facebook

Firms in India are losing productivity because of Facebook. Office staff are spending too long on the social networking site. According to The Associated Chambers of Commerce and Industry (Assocham), employees use Orkut, Facebook, Myspace, and Linkedin for various purposes. On an average, employees spend an hour a day on sites like Facebook. This reduces productivity by 12.5%. Nearly half of office employees accessed Facebook during work time. Some 83% saw nothing wrong in surfing at work during office hours. In September 2009, Portsmouth City Council in England banned staff from accessing Facebook on its computers when it was discovered that they spent, on average, 400 hours on the site every month.

Questions

1.   What is meant by productivity?

2.   Analyze the impact on a fall in productivity on costs.

3.   Analyze the possible consequences for businesses in India of banning access to Facebook and other social networking sites.

PART-B

Answer any five questions   **5x10M= 50M**

1. " Managerial Economics is the integration of various concepts derived from the disciplines such as Economics, Marketing Management, Personnel Management, Production Management etc." Substantiate.   [10 M]

2. Explain the following: [10 M]
   a) Five Basic Economic Principles.   b) Discounting Principle, Risk and Uncertainty.

3. Give an overview of Supply Function, the Law of Supply and Elasticity of Supply.   [10 M]

4. Differentiate and Discuss Returns to Scale and Returns to Factors.   [10 M]

5. What are Economies of Scale? Briefly describe any five Internal Economies of Scale and any five External Economies of Scale.   [10 M]

6. Explain how various Cost Concepts are useful to Modern Management.   [10 M]

7. What are the various types of Competitive Situations? Discuss their features briefly. [10 M]

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MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: RESEARCH METHODOLOGY & STATISTICAL ANALYSIS

Time: **3 Hours**   Max. Marks: **75**

PART-A

Answer the Following Question   **1X25=25M**

1. Fit a straight line trend by the method of least Squares and estimate the values for the years   2018 and 2019.

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016
Earning:	38	40	65	72	69	60	87	95	98

PART-B

Answer any five questions   **5x10M= 50M**

1. What are the different types of graphs and diagrams used in statistics? Explain the significance and use of each graph and diagram.

2. From the following data of income distribution, calculate mean, median and Mode and draw the inferences.

Income (Rs.)	No. of Persons
Below 30	16
Below 40	36
Below 50	61
Below 60	76
Below 70	87
Below 80	95
Below 90	05

3. Three Varieties of wheat A, B and C, were treated with four different fertilizers 1, 2, 3 and 4. The yields of wheat per acre were as under

Fertilizers	Varieties of Wheat			
	A	**B**	**C**	**Total**
1	55	72	47	174
2	64	66	53	183
3	58	57	74	189
4	59	57	58	174
Total	236	252	232	720

Perform Analysis of Variance on the above data and interpret the results.

4. Compute the co-efficient of Correlation between X and Y

X	10	12	18	8	13	20	22	15	5	17
Y	88	90	94	86	87	92	96	94	88	85

5. a. Briefly explain the different types of Research
   b. State the conditions for applying chi - square test.

6. What are the steps to be taken to make the sample to be useful and reliable ?

7. Explain how will you estimate seasonality in a given time series. How will you test the   seasonality?