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 AND ORGANIZATIONAL BEHAVIOUR</u>

Time: **3 Hours**   Max. Marks: 60

PART-A

Answer All Questions   5 X 4M = 20 Marks

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=40M

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 Cater-pillar, 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, he 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 SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: FINANCIAL ACCOUNTING AND ANALYSIS

Time: **3 Hours**   Max. Marks: 60

PART-A

Answer All Questions   **5 X 4M = 20 Marks**

1. Define Accounting. Explain the functions of Accounting.
2. What is a trial balance? Discuss the errors not disclosed by trial balance.
3. Define inventory. Discuss the different methods of valuation of inventory.
4. A company purchased second-hand Machinery on 1.1.2010 for Rs. 37,000 and immediately spent Rs. 3,000 on its erection. On 1.7.2011, it purchased another machinery for Rs. 10,000 and on 1.7.2012 it sold off the first machine for Rs. 28,000 and bought another for Rs. 25,000.Depreciation was provided on the machinery @ 10% p.a. on the original cost annually on 31st December.Give Machinery Account for the four years commencing from the acquisition of first machine.
5. From the following details, determine cash from operations.

	31-12-2013 Rs.	31-12-2014 Rs.
Profit and Loss a/c (Cr.)	40,250	45,300
Stock	50,000	37,000
Creditors	75,000	55,000
Debtors	40,000	32,100
Provision for tax	15,000	17,500
Cash and Bank	250	6,800

PART – B

Answer any FIVE Questions   **5x8M=40M**

1. What is the need for Accounting Standards? Compare Indian Accounting Standards with International Accounting Standards.
2. Explain the advantages and limitations of Double Entry System.
3. From the following transactions give journal entries, post them into ledger and prepare trial balance.

2002		Rs.
July 1	Pradeep brought capital for starting business	40,000
July 2	Purchased goods for cash	10,000
July 6	Purchased goods from Murali	4,000
July 10	Sold goods to Murali on credit	10,000
July 12	Cash received from Murali	5,000
July 19	Cash paid to Murali	1,000
July 24	Cash paid to Das	2,000
July 27	Drawn for personal use	100
July 29	Rent paid to landlord	200
July 31	Salaries paid	500

4. From the following details, prepare a Trading and Profit and Loss account for the year ended December 31, 2014, and a Balance Sheet as on that date.

	Dr. Rs.	Cr.Rs.
Drawings and Capital	14,000	85,000
Machinery	19,200	-
Stock on 1-1-2014	29,200	-
Purchases and Sales	2,07,240	2,38,120
Returns	4,200	5,820
Sundry expenses	15,200	-
Apprentice Premium	-	2,400
Bank Overdraft	-	4,000
Bad debts	3,440	-
Debtors and Creditors	64,000	20,000
Bills Receivable and Payable	4,800	3,600
Provision for Doubtful Debts	-	3,300
Cash	9900	-
	3,62,240	3,62,240

Adjustments: 1. Closing Stock Rs. 40,000 2. Maintain Provision for Doubtful debts at 2% on Debtors. 3.Depreciation on Machinery is 20%

5. Mr. A does not maintain complete double entry books of accounts. From the following details determine profit for the year and a Statement of Affairs as at the end of the year.   Rs.1,000 (cost) Furniture was sold for Rs. 500 on 31.12.2014. 10% depreciation is to be charged on Furniture. Mr. A has drawn Rs. 1,000 p.m. and Rs. 2,000 was invested by Mr. A in 2014.

	1.1.2014 Rs.	31.12.2014 Rs.
Stock	40,000	60,000
Debtors	30,000	40,000
Cash	2,000	1,000
Bank	10,000	5,000 (overdraft)
Creditors	15,000	25,000
Outstanding Expenses	5,000	8,000
Furniture (cost)	3,000	2,000

6. From the following balance sheets of a company as on 31st December, 2013 and 2014, prepare
   (i)   Statement showing changes in the working capital; and (ii)Funds flow statement.

Liabilities	2013 Rs.	2014Rs.	Assets	2013Rs.	2014Rs.
Share capital	20,000	25,000	Land & Buildings	20,000	19,000
General reserve	5,000	6,000	Plant	15,000	17,400
Profit & Loss a/c	3,050	3,060	Stock	10,000	7,400
Loan from bank (short term)	7,000	-	Sundry debtors	8,000	6,420
Sundry creditors	15,000	13,520	Cash in hand	50	60
Provision for taxes	3,000	3,500	Cash at bank	-	800
	53,050	51,080		53,050	51,080

Additional Information:
   a.   Depreciation on plant written off in 2013 – Rs. 1,400   b.Dividends paid in 2013 – Rs. 2,000
   c.   Provision for taxes during this year – Rs. 2,500
7. a) Explain Generally Accepted Accounting Principles and their implication on Accounting system.
   (b) What do you mean by window dressing of Accounting.
8 **Write any one question from the following**
      (a) Explain the advantages and limitations of Ratio analysis.
      (b) What is a Funds flow statement? Explain the merits and demerits of Funds flow Statement analysis.

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MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: <u>MANAGERIAL ECONOMICS</u>

Time: **3 Hours**   Max. Marks: 60

PART-A

Answer All Questions   **5 X 4M = 20 Marks**

1. Estimate TC, AC & MC to the following cost data relating to a firm

OUTPUT	TFC	TVC
0	600	0
1	600	59
2	600	87
3	600	125
4	600	149
5	600	168

2. Differentiate between Risk and Uncertainty.

3. What are Isoquants and Isocosts? Explain them with graphs.

4. How far profit maximization the basic objective of every firm? Discuss various reasons for limiting profits.

5. Explain the Concepts Giffen Paradox and Veblen Effect.

PART – B

Answer any FIVE Questions   **5x8M=40M**

1. (a) Explain the fundamental economic questions faced by a manager in the production process.
   (b) Discuss the basic economic concepts like Opportunity Cost and Incremental Cost, Eqimarginalism with suitable examples.

2. (A) Weekly Demand and Supply for Shirts are represented in the following table. Represent the market position and explain the consequent effect of Price in extended columns of the table.

Price per Shirt (in Rs)	Demand (000 shirts)	Supply (000 shirts)
200	80	10
400	55	25
600	40	40
800	30	50
1000	20	55
1200	15	60

(B) Suppose a company increases its Advertising Expenditure from Rs.10 Million to Rs.20 Million. As a result, the sales increased from 50,000 to 60,000 units. Estimate the Advertising/Promotional elasticity. Give your comment based on the result.

3. Explain the factors of production and their respective prices and describe under what circumstances the producer has to think about 'Factor Substitution'.

4. Explain various Cost Concepts and determinants of costs with examples.

5. Examine the cost –output relationship in Short Run Cost Curves and Long Run Cost Curves with graphs.

6. a. What are Indifference Curves? Examine the characteristics of Indifference curves with graphs.
   b. Write a note on kinked demand curve with graphical explanations.

7. a. Examine the Objectives of Pricing. Write a note on the concept of Dual Pricing.
   b. Explain the role and functions, responsibilities of managerial economists.

8. answer any **ONE**
   a. **CASE STUDY**

CEMENT INDUSTRY ANALYSIS

Introduction

India is the second largest producer of cement in the world, just behind China. Indian cement industry comprises of 130 large cement plants and 365 mini cement plants with installed capacity of 172 million tonnes per annum (mtpa). These plants are located in states like Gujarat, Rajasthan and Madhya Pradesh. The large cement plants account for over 94% of the total installed capacity. However two large groups, viz. The Aditya Birla Group and the Holcim Group; together control more than 40% of total capacity. This apart, more than 25% of total capacity is controlled by global majors. These include Lafarge of France, Holderbank of Switzerland and Cemex of Mexico. The Indian cement industry is characterized by take overs and acquisitions, which contributes to gaining market power and thus enables companies to enjoy pricing power, which is typically oligopoly.

Cement Industry Profile

India accounts for 6.4% of global production of 2.22billion tonnes of cement. Indian cement industry has grown in terms of installed capacity and production. Cement production increased by over 9% in FY 2007, reaching 154.74 mtpa, in comparison to 12.40% in FY, 7.07% in FY 2005 and 5.19% in FY 2004. Decade wise, Indian cement production has increased at 8.2 % compound annual growth rate (CAGR) during FY 1996-2006, as compared to 6.9% during 1986-2006.

Cement consumption in India has increased by more than 10.53% during FY 2007 to 148.41 mtpa compared to 134.27 in FY 2006. During the decade 1997-2007, the cement consumption has increased by 8% at 10 yearly CAGR .The changing face of Indian demography, growth of nuclear families, higher disposable income, changing pattern of spending ,easily available home loans, increased urbanization and growth of metro and semi-metro cities are some of the vital factors behind a tremendous spurt in the housing sector. In order to keep pace with an optimistic rate of economic growth, there is a rising demand for commercial and retail space, IT parks and SEZs. Another recent trend has been initiated by the Government, with increase in investment in infrastructure, like National Highway Development Projects. It is expected that a construction opportunity of over Rs.7.6 trillion will be created over next five years.

Apart from moving the entire domestic demand, the industry is also exporting cement and clincker. The export of cement during 2001-02 and 2003-04 was 5.14 million tonnes and 6.92 million tonnes respectively. Export during April-May, 2003 was 1.35 million tonnes. Major exporters were Gujarat Ambuja Cement Ltd and L&T Ltd.

Pricing Practices in Cement Industry

Cement industry has been decontrolled from price and distribution on 1st March 1989 and de-licensed on 25th July 1991.During last four years (2003-2007) cement prices have gradually increased from around Rs.150 per bag in 2003 to Rs,230 per bag in 2007.cement manufacturers control over market can be gauged by the fact that even 20-25% fright hike was straight passed on to consumers. Average industry ROCE has reached more than 26% due to the recent burst in cement prices. Encouraged by such lucrative returns cement manufacturers have decided ti increase capacity more than 97 million tonnes over next three years of which 43.7 million tonnes is likely to complete in FY 2009.Thus,the cement supply will increase by more than 11% in next three years.

Cement consumption growing at around 10% and production at 11% would naturally create a situation of over production. As per estimates, cement industry will face over capacity of 17.7 mtpa in 2008 and 37.7 in 2009.Therefore it is expected that capacity utilization will fall significantly. Further new players are likely to join the industry with huge production capacities.

Questions:

  a) Do you think that cement industry in India represents a good explanation of Oligopoly? Which characteristics of Oligopoly do you find in the above case?

  b) How the decontrolling of cement prices helped the growth of this industry?

  c) Do you see the possibility of Cartel or implicit collusion in the above case?

(b)   **CASE STUDY**
GAGAN PVT LTD

Gagan Pvt. Ltd. was established in 1995. The company started manufacturing of Water Geyser with a brand name of' Ganga'. During initial 10 years, the company made good profits. But, its profits gradually declined due to competition from national brands. The promoters of the company had a committed team of workers who were constantly working on Research and Development. Finally, they came out in the year 2006, with an innovative procuct, named Maha Ganga which runs even at very low voltage and consumes less electricity. Thus, the company is monopoly manufacturer of 'Maha Ganga'. The company is currently supplying its products in geographically separated markets of Punjab and Haryana. The company is currently charging the same price in Punjab and Haryana. The Chief Economist of the company has informed the top management that price elasticity of demand at currently-charged price is 3 in Punjab and 5 in Haryana. The top management is planning to charge two different prices in Punjab and Haryana. In oWet: to Jake more profits.

Questions:

(1) Will it be possible for the company to charge two different prices in Punjab and Haryana ? If yes, under what conditions? Explain.

(2) Will it be profitable for the company to charge two different prices in Punjab and Haryana ? – Explain.

(3) Given the volume of total production, supply will be transferred from Punjab to Haryana or from Haryana to Punjab. Why?

   (Assume that transport cost for supplying the product m Punjab and Haryana is the same for the company.)

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MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: STATISTICS FOR MANAGEMENT

Time: **3 Hours**   Max. Marks: 60

PART-A

Answer All Questions   5 X 4M = 20 Marks

1. "Statistics is all-pervading." Elucidate the statement.

2. A consumer rights group is checking the price of a drug sold at different drug stores across the country. The drug was purchased from 25 stores located across the country. Find the variation in the price of the drug.

Price (Rs)	No. of Stores
6 – 8	7
8 – 10	12
10 – 12	6

3. What is a histogram? How do you construct it?

4. In a certain city, large number of residents suffered from a mysterious disease, which broke out in the form of an epidemic. A survey was taken and the following data was recorded:

Age Group (in years)	No. of Patients
Below 15	15
15-30	25
30-45	20
45-60	30
60 and above	10

Can it be said at 5% level of significance that the incidence of this mysterious disease is equally distributed in all age groups?

5. Construct a scatter diagram for the data given below:

X	3	4	6	7
Y	5	10	9	12

Determine the least squares regression equation for estimating Y when X is known. Fit the regression line on the scatter diagram.

PART – B

Answer any FIVE Questions   5x8M=40M

1. What are the major limitations of statistics? Explain with suitable examples?

2. Consider the following *P/E* ratios for a random sample of 68 Standard & Poor 500 stocks. Apply descriptive statistics (Mean, Median, and Mode) to this data.

7	8	8	10	10	10	10	12	13	13	13	13	13	13	13	14	14
14	15	15	15	15	15	16	16	16	17	18	18	18	18	19	19	19
19	19	20	20	20	21	21	21	22	22	23	23	23	24	25	26	26
26	26	27	29	29	30	31	34	36	37	40	41	45	48	55	68	91

3. Draw a pie chart separately for males and females comparing their marital status (18 years and older) in Bihar.

Marital Status	Male (%)	Female (%)
Single	21	16
Married	65	73
Widowed	9	4
Divorced	5	7

4. A consultant is interested in seeing how accurately a new job-performance index measures what is important for a corporation. One way to check is to look at the relationship between the job-evaluation index and an employee's salary. A sample of 8 employees was taken, and information about salary and job performance index was collected.

Job-performance Index (X)	9	7	8	4	7	5	5	6
Salary (Y)	36	25	33	15	28	19	20	22

(i) Develop an estimating equation that best describes these data.

(ii) Calculate the sample coefficient of correlation and coefficient of determination.

5. Marie Wiggs, personnel director for a pharmaceutical company, recorded these percentage absentee rates for each quarter over a 4-year period.

	Spring	Summer	Fall	Winter
1992	5.6	6.8	6.3	5.2
1993	5.7	6.7	6.4	5.4
1994	5.3	6.6	6.1	5.1
1995	5.4	6.9	6.2	5.3

(i) Construct a 4-quarter centered moving average and plot it on a graph along with the original data. What can you conclude about absenteeism from part (a)?

6. a. Discuss important applications of statistics with reference to decision-making in modern business and industry.

b. Baseball attendance at the Baltimore Eagles last 10 home games looked like this:

20100   24500 31600 28400 49500 19350 25600 30600 11300 28560

(i)   Compute the range, variance, and standard deviation for these data.

(ii) Are these answers an accurate portrayal of the variability in the attendance data?

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

b. Three training methods were compared to see whether they led to greater productivity after training. The following are productivity measures for individuals trained by each method.

Method 1	45	40	50	39	53	44
Method 2	59	43	47	51	39	49
Method 3	41	37	43	40	52	37

At the 0.05 significance level, do the three training methods lead to different levels of productivity?

8. Answer any **ONE**

a. To see whether Silicon chip sales are independent of where the US economy is in the business cycle, data have been collected on the weekly sales of Zippy Chippy, a Silicon Valley firm, and on whether the US economy was rising to a cycle peak, at a cycle peak, falling to a cycle trough, or at a cycle through. The results are:

Economy	Weekly Chip Sales			
	High	Medium	Low	Total
At Peak	20	7	3	30
At Trough	30	40	30	100
Rising	20	8	2	30
Falling	30	5	5	40
Total	100	60	40	200

State the null and alternative hypotheses. At the 0.10 significance level, what is your conclusion?

b. All insurance companies offering unit linked insurance policies charge certain amount of money for meeting initial expenses. However, the percentages of such expense ratio vary from company to company. The following table gives the expense ratio including allocation charges for some companies and for various maturity periods.

No. of Years	HDFC Unit Linked Endowment	Bajaj Alliance New Unit Gain Plus	Tata AIG Invest Assure II	Kotak Safe Investment Plan	ICICI Pru Life time Super Maximiser	SBI Unit Plus II Regular	Birla Sun Life Classic Life Premier
1	6.4	4.8	7.4	3.7	5.4	5.6	3.5
10	2.7	2.9	3.6	2.4	3.5	2.9	2.2
15	1.8	2.4	2.8	2.1	3.0	2.3	1.9
20	1.5	2.2	2.4	1.9	2.8	2.0	1.7
25	1.3	2.1	2.2	1.8	2.6	1.9	1.6
30	1.2	2.0	2.1	1.7	2.6	1.8	1.5

Discuss the above data using measures of location and dispersion.

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MBA I SEMESTER SUPPLEMENTARY EXAMINATIONS, AUGUST - 2017

SUBJECT: BUSINESS COMMUNICATION AND SOFT SKILLS THEORY

Time: **3 Hours**   Max. Marks: 60

PART-A

Answer All Questions   **5 X 4M = 20 Marks**

1. Correct the following sentences
   - A. The Trust were in negotiations with the Punjab government.
   - B. Music is a combination by art and worship.
   - C. Linguistics are a interesting subject.
   - D. Owing to careless handling, the paper tear.

2. Write a short note on Extensive and Intensive reading.
3. Explain the logistics of a Business Letter.
4. What is the significance of circulars and memos in business correspondence?
5. List the various kinds of Reports and their purpose.

PART – B

Answer any FIVE Questions   **5x8M=40M**

1. A. Fill the blanks with suitable verbs: 1/2m x 4 = 2m
    - i.   The Principal _____ (be) busy now.
    - ii. Ravi _____ (try) to stack these glasses since morning.
    - iii. The CEO _____ (leave) the board room before the meeting ended.
    - iv. Sania _____ (practice) tennis regularly.

    B. Use the words given in the brackets with appropriate affixes.   1/2m x 4 = 2m
    - i.   The comfort of the guests is the _____ (responsible) of the host.
    - ii. The _____ (union) of the lovers brings a happy ending to the story.
    - iii. Driving without helmet is _____ (harm).
    - iv. His room was rather _____ (tidy).

    C. Identify the parts of speech for the underlined words: 1/2m x 4 = 2m
    Dr. Kalam <u>addressed</u> the professionals in <u>the</u> convocation ceremony and delivered a speech <u>on</u> the importance of <u>perseverance</u>.

    D. Use the given phrasal verbs in your own sentences   1/2m x 4 = 2m
    - i. deal with   ii. back away   iii. get along   iv. break down

2. Discuss the strategies of Reading comprehension with reference to the GRE and TOEFL models.   8m

3. Explain the 7 C's of good business communication.   8m

4. Explain the concept, skills and strategies to make effective presentations.   8m

5. a. Discuss the methods of collection and analysis of Reports.   4m
    b. What are the steps in writing a routine business report?   4m

6. a. Give the meaning of these idioms and use them in your own sentences.   4m
       i) at stake   ii) ground breaking   iii) in a nut shell   iv) twenty four/seven
    b. Read the given passage and answer the questions given below.   4m

After returning to Europe, a Swiss scientist was reported to be suffering from Ebola haemorrhagic fever. This was the first case reported in 15 years. Further investigations revealed that the scientist might have been exposed to the virus while studying unexplained deaths among the chimpanzees in the west coast of Africa in November 1994. In April 1995, a medical worker died in a hospital and so did the nurse who cared for him. Now, the population of Kikwit, a town in Zaire, Africa, is threatened with the killer disease -- the Ebola virus.

The Ebola virus and its related strains were first seen in 1976 in Sudan. In that year, 280 people died in a village near the Ebola River from which the virus got its name. The Ebola virus is one

of the most mysterious and deadliest killers. It kills 90 per cent of the victims who are infected. It is spread through direct contact with infected blood and other body fluids. Symptoms of the disease are fever, headache, violent diarrhoeas, vomiting and weakness. Death finally occurs in the second week when blood pours out from the eyes, ears and nose.

There is still no vaccine for the virus but the symptoms can be kept under control. Fortunately, it is not easily transmitted but contact with blood and contaminated needles can spread the infection at an alarming rate. In the meantime, health officials are struggling to confine the virus to Kikwit and its surrounding areas. Spot checks and road blocks are carried out on roads leading into Zaire's capital.

However, these attempts have proved to be unsuccessful as soldiers can be bribed easily. Air and sea ports around the world like the US, Thailand, Turkey, Taiwan, Egypt, United Arab Emirates and Yemen have also taken steps to tighten the screening of the Ebola virus.

At this moment, the Ebola virus is stable with no new cases reported. 101 people are confirmed dead and 136 infected in Kikwit. According to the World Health Organisation (WHO), the deadly Ebola virus does not pose a serious international risk. Since the virus is confined to Kikwit, chances of it spreading beyond the area are very unlikely as the virus is spread through contact with blood and not through casual contact or by air.

a) When and where did Ebola virus originate?
b) Why is Ebola virus mysterious?
c) How long will a person infected with Ebola virus survive?
d) What does it mean by 'symptoms can be kept under control'?

7. a. You planned to organize a book exhibition in the premises of a professional   4m
        college. Write a   letter seeking permission from the college authorities.
    b. What are the common mistakes that need to be avoided during presentations?   4m

8. Answer any ONE of the following questions.   8m
    a.   You are an HR manager of a small business company where the issue of employee retention has been a cause of concern. Analyze some ways to retain employees and suggest some tips to the management for improving employee satisfaction. Write a report.

b. Case study:

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language.

Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it is not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if food safety failure was ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety.

Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

What are the communication challenges Barry is facing. Suggest solutions he may consider in addressing these challenges and barriers.