



CBCS Scheme

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24 April 2024

First Semester MBA Degree First Internal Assessment Test MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR [22MDM11]

Time: 1 ½ Hours

MBA DIGITAL MARKETING

Max. Marks: 50

- Note: 1. Answer any TWO full questions from Q1 to Q3.
2. Question number 4 is compulsory.
3. M: Marks, L: Bloom's Level, C: Course Outcomes.

			M	L	CO
Q.1	a.	Define Management.	03	L1	CO1
	b.	Explain the various levels of Management with the help of skills matrix.	07	L2	CO2
	c.	Write a note on: a) Hawthorne Studies in Management. b) Learning Organization.	10	L3	CO3
Q.2	a.	Distinguish between Plan and Planning.	03	L1	CO1
	b.	Discuss few types of plan and planning techniques.	07	L2	CO2
	c.	Explain different types of organization structure with suitable examples.	10	L3	CO3
Q.3	a.	What is Span of control?	03	L1	CO1
	b.	What is controlling? Explain steps in controlling process.	07	L2	CO3
	c.	What are the elements of Directing? Explain the various principles of Directing.	10	L3	CO3
Q.4	Case study				
	a)	Given an account of the contributions of present Management Guru's of your choice.	10	L3	CO3



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Apr 2024

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Time: 1 ½ Hours

Section D

Max. Marks: 50

First Semester MBA Degree First Internal Assessment Test

ECONOMICS FOR DECISION MAKING [22MDM12]

Note: 1. Answer any TWO full questions from Q.No.1 to 3.

2. Q. No. 4 is compulsory.

M-Marks, L-Bloom's taxonomy Level, CO-Course Outcome

			M	L	CO
1.	a)	Define microeconomics and macroeconomics.	03	L5	CO1
	b)	Discuss the nature and scope of managerial economics, highlighting its significance in decision-making within organizations.	07	L2	CO1
	c)	Compare and contrast the profit maximization model with the behavioral theories of the firm proposed by Cyert and March, Marris, Baumol, and Williamson, highlighting their implications for managerial decision-making.	10	L2	CO1
/					
2.	a)	Explain the law of diminishing marginal utility.	03	L1	CO3
	b)	Discuss the concept of consumer surplus and its significance in understanding consumer welfare, using relevant examples.	07	L2	CO3
	c)	Compare and contrast the determinants of demand and the factors affecting the elasticity of demand, highlighting their implications for market analysis and decision-making.	10	L1	CO3
/					
X	a)	Define the law of supply and provide an example of an exception to this law.	03	L1	CO3
	b)	Discuss the factors that determine the elasticity of supply and explain why elasticity of supply is important for producers and policymakers.	07	L2	CO3
	c)	Compare and contrast changes in market equilibrium caused by shifts in demand and shifts in supply, discussing their implications for prices, quantities, and market dynamics.	10	L3	CO3
/					
✓	4.	Case study XYZ Corporation, a leading electronics manufacturer, is considering launching a new smartphone model in the market. They need to forecast the demand for the new product to plan production and marketing strategies effectively. a) Based on the information provided, explain how XYZ Corporation can use demand forecasting to estimate the potential demand for the new smartphone model and outline the steps they should take in conducting the demand forecasting process.	10	L3	CO3



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23 April 2024

First Semester MBA Degree First Internal Assessment Test Financial Accounting and Analysis [22MDM13]

Time: 1 ½ Hours

Section – D

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No.1 to 3.
2. Question. No. 4. is compulsory.
3.M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO
Q.1.	a)	What is Accounting Period Concept?	03	L1	CO1
	b)	Brief on the Process of Accounting	07	L2	CO1
	c)	Journalize the following transactions in the books of Rihan for the month of Mar, 2024.	10	L2	CO2
		June -1 Commenced business with Cash Rs 25,000 <i>(C → Cap)</i>			
		June -3 Took a Loan from SBI of Rs 70,000 <i>(B → L)</i>			
		June -5 Purchase of goods from Rubina and Co for Rs 50,000 <i>(C → g)</i>			
		June -8 Sold Goods to Amar for Rs 20000 and received cash Rs 5,000 <i>(Sale of goods → Cash 1500)</i>			
		June -11 Paid Rubina and Co on account Rs 45,000 in full settlement <i>(R → C)</i>			
		June -14 Ajay returned goods worth Rs 5,000 <i>(C)</i>			
		June -16 Commission received from Amazon ltd Rs 15,000			
		June -18 Received from Akash on account of Rs 10,000 <i>(C)</i>			
		June -25 Goods given away for advertisement of Rs 500 <i>(C)</i>			
		June -31 Interest due but not paid Rs 500 <i>(C)</i>			
Q.2.	a)	What is Accrued Income?	03	L1	CO3
	b)	How do you treat the following items in Final Accounts? • Goods destroyed by fire and Insurance Company agreed to pay in full. • Unearned Revenue	07	L3	CO2

Q.3	c)	Prepare Income Statement in the books of Aarohi of 31, December 2023.	10	L3	CO2
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Particulars	Dr.	Cr.
Cash	15,000	
Bank Loan	20,000	
Purchases	1,20,000	
Sales		1,50,000
Establishment Expenses	22,000	
Taxes and Insurance	5,000	
Bad Debts	5,000	
Provision for Doubtful Debts		7,000
Debtors	50,000	
Commission		5,000
Deposits	40,000	
Opening Stock	30,000	
Drawings	14,000	
Furniture	6,000	

- (i) Salary 1000, Taxes 3,000 are outstanding but Insurance 500 is prepaid.
- (ii) Commission 1,000 received in advance for the next year.
- (iii) Interest 2,100 is to be received on Deposits and Interest on Bank Loan 3,000 is to be paid.
- (iv) Provision for Doubtful Debts to be maintained at 10,000.
- (v) Stock on 31st March, 2019 is 45,000.
- (vi) A fire occurred on 1st April, 2019 destroying goods costing 10,000.

✓ Q.3.	a)	What are the Types of Accounting?	03	L1	CO1
	b)	Brief on the Concepts of Accounting	07	L2	CO1

	c) Prepare Three Cash Book from the following information. June 1: Cash Balance 100000 and Bank Balance 20000. June 3: Purchased goods worth 50000 at 10% discount. June 5: Cash is withdrawn from Bank for officer use 5000. June 6: Out of a total of 10000, 9500 is paid to Vishnu and settled the account. June 11: Salary paid 10000. June 12: Cash deposited into Bank 10000.	10	L2	CO2
Q.4.	Case Study Write a note on International Financial Reporting System.	10	L3	CO2

International Financial Reporting System (IFRS) is a set of accounting standards developed by the International Accounting Standards Board (IASB). It is designed to provide a common language for financial reporting across different countries and industries. IFRS aims to ensure that financial statements are comparable, transparent, and reliable, providing investors and other stakeholders with accurate information about a company's financial performance and position.

The IFRS framework consists of several key components:

- International Financial Reporting Standards (IFRS):** A series of detailed accounting standards that define how transactions and events should be recorded and reported in financial statements.
- Conceptual Framework:** A set of principles that guide the development of IFRS and provide a theoretical foundation for financial reporting.
- International Auditing and Assurance Standards Board (IAASB):** An independent body that oversees the development and maintenance of auditing and assurance standards.
- International Accounting Standards Committee (IASC):** A predecessor organization to the IASB, which developed the first set of IFRS in the early 1990s.

IFRS is used by many countries around the world, including the European Union, Australia, Canada, and New Zealand. It has also been adopted by the United States through the FASB's harmonization efforts. The use of IFRS can facilitate cross-border capital flows and investment decisions by providing a standardized way to evaluate companies' financial health and prospects.



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23 April 2024

First Semester MBA in Digital Marketing Degree First Internal Assessment Test

T1: STATISTICS FOR MANAGERS

[22MBA14]

Time: 1 ½ Hours

Max. Marks: 50

- Note:**
1. Answer any TWO full questions from Q1 to Q3.
 2. Question number 4 is compulsory.
 3. M: Marks, L: Bloom's Level, C: Course Outcomes.

			M	L	CO																		
Q.1	a.	The Mean of the number of sales of cars over a 3 months period is 87 and Standard Deviation is 5. The Mean of commissions is Rs 5,225 and the Standard Deviation is Rs 773. Compare the variations of the two. State the conclusion drawn.	03	L1	CO4																		
	b.	Calculate Harmonic Mean from the following data: <table border="1" style="margin-left: auto; margin-right: auto;"><tr><td>Marks up to</td><td>50</td><td>60</td><td>70</td><td>80</td><td>90</td><td>100</td></tr><tr><td>No of students</td><td>7</td><td>15</td><td>25</td><td>30</td><td>32</td><td>35</td></tr></table>	Marks up to	50	60	70	80	90	100	No of students	7	15	25	30	32	35	07	L1 & L2	CO2				
Marks up to	50	60	70	80	90	100																	
No of students	7	15	25	30	32	35																	
	c.	Find Q ₁ , D ₇ , and P ₆₀ for the following Frequency Distribution: <table border="1" style="margin-left: auto; margin-right: auto;"><tr><td>Wages (More Than)</td><td>10</td><td>20</td><td>30</td><td>40</td><td>50</td><td>60</td><td>70</td><td>80</td></tr><tr><td>No of Persons</td><td>120</td><td>119</td><td>116</td><td>105</td><td>84</td><td>41</td><td>9</td><td>0</td></tr></table>	Wages (More Than)	10	20	30	40	50	60	70	80	No of Persons	120	119	116	105	84	41	9	0	10	L1 & L2	CO2
Wages (More Than)	10	20	30	40	50	60	70	80															
No of Persons	120	119	116	105	84	41	9	0															
Q.2	a.	For a given set of values of a variable the Mean and Mode are 22.16 and 20 respectively. Calculate the median.	03	L1	CO4																		
	b.	If covariance between x and y variables is 12.5 and the variance of x and y are respectively 16.4 and 13.8. Find coefficient of correlation between them.	07	L2	CO4																		
	c.	The number of families, expenses per family per month and the variance of expenses per family per month for two buildings are given below <table border="1" style="margin-left: auto; margin-right: auto;"><tr><th>Particulars</th><th>Building A</th><th>Building B</th></tr><tr><td>No of families</td><td>60</td><td>90</td></tr><tr><td>Average expenses per family per month</td><td>55</td><td>45</td></tr><tr><td>Variance of per family per month</td><td>16</td><td>36</td></tr></table> In which building is greater variation in the distribution of expenses per family per month? Which building has greater expenses?	Particulars	Building A	Building B	No of families	60	90	Average expenses per family per month	55	45	Variance of per family per month	16	36	10	L1 & L2	CO2						
Particulars	Building A	Building B																					
No of families	60	90																					
Average expenses per family per month	55	45																					
Variance of per family per month	16	36																					
Q.3	a.	The coefficient of variation of two series is 58% and 69% and their Standard Deviation is 21.2 and 15.6 respectively. What are	03	L2	CO4																		

		their Arithmetic Mean?																								
	b.	Find the regression x on y and y on x , estimate the value of x when y is 26 and estimate the value of y when x is 42 and also determine the coefficient of correlation: <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>X</td><td>45</td><td>38</td><td>44</td><td>46</td><td>40</td></tr> <tr> <td>y</td><td>25</td><td>28</td><td>25</td><td>27</td><td>30</td></tr> </table>	X	45	38	44	46	40	y	25	28	25	27	30	07	L1 & L2	CO2									
X	45	38	44	46	40																					
y	25	28	25	27	30																					
	c.	From the following data calculate coefficient of correlation between the age of students and their playing habits: <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Age (year)</th><th>15</th><th>16</th><th>17</th><th>18</th><th>19</th><th>20</th></tr> </thead> <tbody> <tr> <td>No of students</td><td>250</td><td>200</td><td>150</td><td>120</td><td>100</td><td>80</td></tr> <tr> <td>Regular players</td><td>200</td><td>150</td><td>90</td><td>48</td><td>30</td><td>12</td></tr> </tbody> </table>	Age (year)	15	16	17	18	19	20	No of students	250	200	150	120	100	80	Regular players	200	150	90	48	30	12	10	L1 & L2	CO2
Age (year)	15	16	17	18	19	20																				
No of students	250	200	150	120	100	80																				
Regular players	200	150	90	48	30	12																				
Q.4	Case study	In two factories A and B engaged in the same industry, the average monthly wages and variances are as follows:																								
	Factory	Average Monthly Wages	Variance Of the distribution	No of wage earners																						
	A	5000	900	550																						
	B	4500	1600	650																						
	Questions																									
	a.	Which factory shows greater variability in the distribution of wages?		5	L3	CO4																				
	b.	What is the Mean and Standard Deviation of all the workers in two factories taken together		5	L3	CO4																				



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22 April 2024

First Semester MBA Degree First Internal Assessment Test Marketing Management (22MDM15)

Time: 1½ Hours

Section – Digital marketing

Max. Marks: 50

- Note: 1. Answer any TWO of full questions from Q.No. 1 to 3.
2. Question No. 4 is compulsory.
3. M: Marks, L: Bloom's Level, C: Course Outcomes

			M	L	CO	
Q.1.	a)	Define Marketing?	03	L1	CO1	
	b)	Write a short note on a) Neuro Marketing b) Sensory Marketing	07	L2	CO1	
	c)	Discuss Marketing for 21 st century customer	10	L2	CO2	
Q.2.	a)	What consumer Behavior?	03	L1	CO3	
	b)	Briefly explain consumer buying decision process.	07	L3	CO2	
	c)	Explain factors influencing consumer Behaviour.	10	L3	CO2	
Q.3.	a)	What is segmentation?	03	L1	CO1	
	b)	Brief out requirements for effective segmentation.	07	L2	CO1	
	c)	Enumerate stages of new product development.	10	L2	CO2	
Q.4.	Case Study Fresh Foods Market, a local grocery store chain, faced the challenge of competing with larger supermarket chains and online platforms while maintaining its commitment to offering fresh, locally sourced produce and artisanal goods. To address these challenges, Fresh Foods Market implemented several strategic marketing initiatives. They forged partnerships with local farmers and producers, emphasizing the importance of supporting local businesses and offering high-quality, seasonal products. Additionally, they launched a customer loyalty program, providing discounts and personalized offers to incentivize repeat purchases and build customer loyalty. Through community events such as cooking demonstrations and tasting sessions, Fresh Foods Market engaged with customers, showcasing the diversity and quality of their products. Furthermore, they strengthened their digital presence by enhancing their website, launching social media campaigns, and introducing online ordering and delivery services. As a result, Fresh Foods Market saw increased customer loyalty, improved brand recognition, and expanded sales through their comprehensive marketing efforts. Question: Discuss the significance of community engagement in Fresh Foods Market's marketing strategy and how it contributed to their success in the competitive grocery market.			10	L3	CO2



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22 April 2023

First Semester MBA Degree First Internal Assessment Test
MANAGERIAL COMMUNICATION [22MGM16]

Time: 1 ½ Hours

Section: Digital Marketing

Max. Marks: 50

Note: 1. Answer any TWO full questions from Q.No.1 to 3.

2. Q. No. 4 is compulsory.

3.M: Marks, L: Bloom's Level, C: Course Outcome

			M	B	C
Q.	a)	Question Statement	Marks	L	CO
1.	a)	Define Communication.	03	L1	CO1
	b)	Discuss different classifications of communication with appropriate examples.	07	L4	CO1
	c)	Explain the elements of two-way communication process with an example and a neat labelled diagram.	10	L2	CO3
2.	a)	What is the role of communication in shaping group interactions?	03	L1	CO1
	b)	Apply the characteristics of successful communication in a workplace scenario, illustrating how these traits contribute to clear understanding and productive outcomes.	07	L3	CO3
	c)	Examine the workplace scenario with communication barriers affecting productivity.	10	L4	CO4
3.	a)	What is crisis communication? And how to manage crisis effectively?	03	L1	CO4
	b)	Explain how the 3X3 writing process can be utilized to craft communication that is both practical and appealing in real-world contexts.	07	L2	CO2
	c)	As a sales executive for a renowned electronics company, you're responsible for introducing a new line of smart TVs. These TVs boast advanced features like 8K resolution, built-in streaming, and voice control, appealing to homeowners seeking premium entertainment. With an aim of captivating potential customers and drive sales within the high-end home entertainment market create a Full Block Form sales letter highlighting how these innovations enhance viewing experiences and align with modern lifestyles.	10	L6	CO2