

Code No: R22MBA14

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular Examinations, August 2023****Entrepreneurship and Design Thinking****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this PART at one place)**

- | | | | |
|----------|---|---------------------------------------|-------------|
| 1 | A | What do you mean by Entrepreneurship? | [1M] |
| | B | Define Stress. | [1M] |
| | C | What is Strategic Planning? | [1M] |
| | D | Define Business Model. | [1M] |
| | E | What is meant by finance in business? | [1M] |
| | F | Define Trade Secret. | [1M] |
| | G | Define Design Thinking. | [1M] |
| | H | What is Franchising? | [1M] |
| | I | What is Prototype? | [1M] |
| | J | What is meant by Creativity? | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----------|---|---|-------------|
| 2 | A | Evaluate the Types of Entrepreneurs. | [5M] |
| | B | Enumerate and Analyze the Entrepreneurial Competencies. | [5M] |
| | | OR | |
| 3 | A | Discuss the Qualities of Entrepreneurs. | [5M] |
| | B | Evaluate Entrepreneurial Mindset. | [5M] |

SECTION-II

- | | | | |
|----------|---|--|-------------|
| 4 | A | How to Evaluate Strategic Actions? | [5M] |
| | B | How to Apply the concept of Business Stabilization in firms? | [5M] |
| | | OR | |
| 5 | A | Explain the Strategic Position of the firm. | [5M] |
| | B | Write in brief about Blue and red ocean strategies. | [5M] |

SECTION-III

- | | | | |
|----------|---|--|-------------|
| 6 | A | Write about Sources of Finance for an Entrepreneur in India context. | [5M] |
| | B | Analyze the concept of Industry Analysis. | [5M] |
| | | OR | |
| 7 | A | Evaluate the Critical Factors for New Venture Development? | [5M] |
| | B | Explain competitor Analysis? | [5M] |

SECTION-IV

Code No: R22MBA10

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, August 2023**Financial Management**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)

- | | | |
|----------|--|--------------|
| | | Marks |
| 1 | A What do you mean by agency problem? | [1M] |
| | B Why does money have time value? | [1M] |
| | C What is cut-off rate? | [1M] |
| | D Define cost of capital. | [1M] |
| | E What is point of indifference? | [1M] |
| | F What is leverage? | [1M] |
| | G What is dividend policy? | [1M] |
| | H List any three objectives of issuing stock dividend. | [1M] |
| | I What do you mean by gross working capital? | [1M] |
| | J What is operating cycle approach? | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | |
|----------|---|-------------|
| 2 | A “The profit maximization is not an operationally feasible criterion”. Do you agree? Illustrate your views on profit versus wealth maximization. | [5M] |
| | B Discuss in detail the scope of financial management | [5M] |
| OR | | |
| 3 | A A rational human being has a time preference for money”. Give reason with the help of time value of money concept. | [5M] |
| | B Suppose you deposited Rs 1, 00, 000 with an investment company, which pays 10 per cent interest with semi annual compounding. What is the total deposit amount at the end of 5 years? | [5M] |

SECTION-II

- | | | |
|----------|---|--------------|
| 4 | A company has to select one of the following two projects. Cash flow are: | [10M] |
|----------|---|--------------|

Year	0	1	2	3	4
Project X	11, 000	6,000	2,000	1,000	5,000
Project Y	10,000	1,000	1,000	2,000	10,000

Calculate a) payback period b) NPV at 10 per cent. Suggest best alternative.

OR

- 5 A What are the steps involved in calculating a firm's WACC? [5M]
B AMC engineering company issues 12 per cent, Rs 100 face value of preference stock, which is repayable with 10 per cent premium at the end of 5 years. It involves a flotation cost of 5 per cent per share. What is the cost of preference share capital, with 5 per cent dividend tax. [5M]

SECTION-III

- 6 A A firm has Rs 40,00,000 lakh sales, variable cost is 70 per cent of sales, and fixed cost is Rs 8 lakh and debt of Rs 20 lakh at 10 per cent. Calculate operating, financial and combined leverages. [5M]
B How do you compute EBIT and EPS, explain the procedure. [5M]

OR

- 7 What is the relationship between leverage and cost of capital according to NI and NOI approach? Explain the concept along with assumptions underlying NI and NOI. [10M]

SECTION-IV

- 8 Explain the different types of dividends and any two dividend theories along with formulae. [10M]

OR

- 9 Given the following information about sunrise industries Ltd. Show the effect of the dividend policy on the market price per share, using Walter's model. EPS = Rs 8, cost of capital (K) = 12%, assume rate of return 15%, 10%, 12%. Assuming dividend payout ratio @ 0%, 50% and 100% [10M]

SECTION-V

- 10 A Outline the dangers of inadequate working capital. [5M]
B Mention the sources of short term working capital. [5M]
- OR
- 11 A What is cash budget? Explain the purpose of preparing cash budget. [5M]
B "Efficient cash management will aim at maximizing the cash inflows and slowing cash outflows". Discuss the various techniques for cash management. [5M]

Code No: R22MBA09

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, August 2023**Human Resource Management**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this PART at one place)**

- | | | | |
|---|---|--|------|
| 1 | A | Define Job Analysis. | [1M] |
| | B | What is Job Design? | [1M] |
| | C | State the meaning of Recruitment. | [1M] |
| | D | Describe Induction. | [1M] |
| | E | What is Training? | [1M] |
| | F | State the meaning of compensation. | [1M] |
| | G | Who are the parties to IR? | [1M] |
| | H | Give any three trade unions in India. | [1M] |
| | I | What is International Human Resource Management? | [1M] |
| | J | Define Expatriate. | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|---|---|-------------------------------------|------|
| 2 | A | Write about the functions of HRM. | [5M] |
| | B | Describe the steps in Job Analysis. | [5M] |
| | | OR | |

- | | | | |
|---|---|--|------|
| 3 | A | Explain the trends in HRM. | [5M] |
| | B | State the familiar techniques in job analysis. | [5M] |

SECTION-II

- | | | | |
|---|---|---|------|
| 4 | A | Distinguish between Recruitment and Selection | [5M] |
| | B | Write about methods of Recruitment. | [5M] |
| | | OR | |

- | | | | |
|---|---|---|------|
| 5 | A | What are the challenges in selecting a candidate? Explain | [5M] |
| | B | Write about the types of interviews. | [5M] |

SECTION-III

- | | | | |
|---|---|--|------|
| 6 | A | Illustrate the process of training. | [5M] |
| | B | Differentiate on the job and off the job Training. | [5M] |
| | | OR | |

- | | | | |
|---|---|--|------|
| 7 | A | Write about the significance of Performance Appraisal. | [5M] |
| | B | What are the objectives of compensation? Explain. | [5M] |

SECTION-IV

- 8 A Define Industrial Relations. What is its significance in HRM. [5M]
B Elucidate the role of Trade Unions in Industrial Relations. [5M]
OR
- 9 A Write about the collective bargaining [5M]
B Define Industrial Dispute with an example. [5M]
- SECTION-V**
- 10 A State the nature of International Human Resource Management [5M]
B Explain Global HRM practices. [5M]
OR
- 11 A Explain about the approaches to International recruitment. [5M]
B Describe the strategies to deal with cultural differences. [5M]

Code No: R22MBA15C

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular Examinations, August 2023****International Business****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this PART at one place)**

- | | | | |
|----------|---|--|-------------|
| 1 | A | Enumerate the concept of international business. | [1M] |
| | B | Why companies engage in international business? | [1M] |
| | C | What is mercantilism? | [1M] |
| | D | Describe the importance of endowment theory. | [1M] |
| | E | What is economic integration? | [1M] |
| | F | What are the functions of WTO? | [1M] |
| | G | What are the elements of environmental analysis? | [1M] |
| | H | Illustrate the scope of strategic alliance. | [1M] |
| | I | What is vertical integration? | [1M] |
| | J | Why do you brand for an international product? | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|-----------|---|---|-------------|
| 2 | A | Examine the need for international business for the Indian economy. | [5M] |
| | B | Discuss the different approaches and modes of international business. | [5M] |
| OR | | | |
| 3 | A | Describe the drivers of globalization with illustrations. | [5M] |
| | B | Illustrate the elements of international business environment. | [5M] |

SECTION-II

- | | | | |
|-----------|---|--|-------------|
| 4 | A | What are the classical International Trade Theories? Brief on them. | [5M] |
| | B | Critically appraise the role and impact of Foreign Direct Investment in a developing country like India. | [5M] |
| OR | | | |
| 5 | A | Explain about components of current account of Balance of Payments. | [5M] |
| | B | Examine the modern trade theories of International Business in brief. | [5M] |

SECTION-III

- | | | | |
|----------|---|--|-------------|
| 6 | A | Discuss the current International Trade Policy of India. | [5M] |
| | B | What is NAFTA and SAARC? Brief the objectives and purpose these regional economic firms. | [5M] |

OR

- 7 A What is Economic Integration? Explain the benefits and challenges of Economic Integration. [5M]
B What is the significance of ASEAN to the economies of South Asian countries? [5M]

SECTION-IV

- 8 A Illustrate the strategy implementation process with suitable example. [5M]
B What are the major considerations for choosing organizational structure? [5M]

OR

- 9 A Explain the significance of 'value chain analysis' in strategic formulation. [5M]
B Brief on alliance development process and economic considerations for strategic alliances [5M]

SECTION-V

- 10 A Discuss the importance of vibrant forex market for international business. [5M]
B What are the functions of the international monetary system? [5M]

OR

- 11 A Why does international firm go for vertical integration? Explain. [5M]
B "Foreign exchange markets are actually made up of many different markets." Comment. [5M]

Code No: R22MBA11

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, August 2023**Marketing Management**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this PART at one place)**

- | | | | |
|----------|---|--|------|
| 1 | A | Differentiate selling and marketing. | [1M] |
| | B | State the objectives of marketing research. | [1M] |
| | C | Interpret reference group. | [1M] |
| | D | List the constituents of product mix. | [1M] |
| | E | Identify the requirements of effective segmentation. | [1M] |
| | F | Define product positioning. | [1M] |
| | G | Interpret buy-back allowance. | [1M] |
| | H | Infer intensive distribution. | [1M] |
| | I | Illustrate product-line pricing. | [1M] |
| | J | Classify services. | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----------|---|--|------|
| 2 | A | Discuss the major components of marketing macro-environment. | [5M] |
| | B | Analyze the present-day importance of marketing research. Explain its contribution in decision-making. | [5M] |

OR

- | | | | |
|----------|---|--|------|
| 3 | A | Summarize the tasks of marketing management. | [5M] |
| | B | State the need for an efficient marketing information system. Describe different sources of information. | [5M] |

SECTION-II

- | | | | |
|----------|---|--|------|
| 4 | A | 'Customer value is the key to brand loyalty'. Discuss | [5M] |
| | B | Explain the steps involved in a purchase decision of an LCD TV. Justify your answer. | [5M] |

OR

- | | | | |
|----------|---|--|------|
| 5 | A | Discuss the layers of product concept. | [5M] |
| | B | Describe the role of new product development process in an organisation. | [5M] |

SECTION-III

- | | | | |
|----------|---|---|------|
| 6 | A | Analyze various methods of segmenting the consumer markets. | [5M] |
| | B | Examine the various tools for differentiation. | [5M] |

OR

- 7 A Tabulate product position vs. brand position. [5M]
B Illustrate major marketing segmentation variables for the toothpaste market, highlighting benefit segments. [5M]

SECTION-IV

- 8 A Define channels of distribution. Enlist the objectives of distribution management and various functions performed by channel members. [5M]
B Identify and explain the criteria for determining the promotion mix with examples. [5M]

OR

- 9 A Discuss the process of developing an advertising programme. [5M]
B Assess the communication process used by online retailers in India. [5M]

SECTION-V

- 10 A Contrast price competition and non-price competition. [5M]
B Discuss psychological pricing strategy. Illustrate with examples the application of psychological pricing strategy. [5M]

OR

- 11 A Explain the significance of rural markets in the present scenario. [5M]
B Summarize the differences between International Trade and International Marketing. [5M]

R22

Code No: R22MBA13

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular Examinations, August 2023****Production and Operations Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this PART at one place)**

- | | | | |
|----------|---|---|------|
| 1 | A | Define product management | [1M] |
| | B | What are types of production systems | [1M] |
| | C | Write a short note on process planning | [1M] |
| | D | Write the merits of Design Department | [1M] |
| | E | What are the factors influencing plant location | [1M] |
| | F | Explain Product Layout in brief | [1M] |
| | G | What is sequencing | [1M] |
| | H | Write a short not on production process | [1M] |
| | I | Explain the word inventory control | [1M] |
| | J | Give of Models of Inventory | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----------|---|--|------|
| 2 | A | What is Strategic Management? Explain in detail | [5M] |
| | B | Discuss functional subsystems of an organization | [5M] |

OR

- | | | | |
|----------|---|--|------|
| 3 | A | Discuss Generic Competitive Strategies in detail | [5M] |
| | B | What are the Steps to Achieve World Class Manufacturing? | [5M] |

SECTION-II

- | | | | |
|----------|---|--|------|
| 4 | A | Discuss the major steps new products development | [5M] |
| | B | Explain underlying steps of product design | [5M] |

OR

- | | | | |
|----------|---|---|------|
| 5 | A | What is Operations Design? Write a short note | [5M] |
| | B | Discuss the Merits of Value Analysis | [5M] |

SECTION-III

- | | | | |
|----------|---|--|------|
| 6 | A | What are the factors influencing plant location? | [5M] |
| | B | Discuss break even analysis . | [5M] |

OR

- 7 A Discuss the Principles of Plant Layout [5M]
 B What is layout design procedure? Explain [5M]

SECTION-IV

- 8 A Discuss the Objectives of Scheduling [5M]
 B Explain the procedure Two Jobs and Machines Scheduling [5M]

OR

- 9 The processing time of 2 machines of 6 jobs are given as follows [10M]

Jobs	1	2	3	4	5	6
M1	2	5	4	3	2	1
M2	6	8	1	2	3	5

Calculate total time, elapsed and also Idle time for M1 and M2

SECTION-V

- 10 A What is Purchase management? Explain Features of Purchase Management [5M]
 B How can you take Inventory decisions? Explain in detail [5M]

OR

- 11 A Explain the ABC Analysis giving one example [5M]
 B Write a detailed note on Computer Aided Techniques in POM [5M]

Code No: R22MBA12

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, August 2023**Quantitative Analysis for Business Decisions**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**(Write all answers of this PART at one place)**

- 1 A What is quantitative analysis? [1M]
- B Define operations management. [1M]
- C What do you mean by linear programming? [1M]
- D List out the application areas of linear programming. [1M]
- E What is a mathematical model? [1M]
- F What is assignment model? [1M]
- G What is a saddle point in game theory? [1M]
- H Write about the application of decision theory. [1M]
- I What is CPM? [1M]
- J What are the uses of PERT? [1M]

PART-B (50 Marks)**SECTION-I**

- 2 A Write different applications of Operation Research. [5M]
- B Discuss different types of OR models. [5M]

OR

- 3 A Discuss why OR is an interdisciplinary subject. [5M]
- B Explain the characteristics of an effective OR Model for business problem solving. [5M]

SECTION-II

- 4 A The agriculture research institute suggested to a farmer to spread out at least 4800 kg of a special phosphate and not less than 7200 kg of a special nitrogen to raise productivity of crops in his fields. There are two sources for obtaining these mixture A and B. Both of these are available in bags weighing 100 kg each and they cost Rs.40 and Rs.24 respectively. Mixture A contains phosphate and nitrogen equivalent of 20 kg and 80 kg respectively. While mixture B contains these ingredients equivalent of 50 kg each. Create a linear programming problem to determine how many bags of each type the farmer should buy in order to obtain the required fertilizers at minimum cost. [5M]
- B List out the applications of LPP model in Business Management areas. [5M]

OR

- 5 A Explain the formulation of LPP and also write applications and limitations of LPP. [5M]
 - B Explain Graphical Method and solve the following LPP using Graphical method. [5M]
- $$\text{Max } Z = 5x_1 + 3x_2 \text{ subject to the constraints}$$
- $$3x_1 + 5x_2 \leq 15,$$
- $$5x_1 + 2x_2 \leq 10,$$
- $$x_1 \geq 0, x_2 \geq 0$$

SECTION-III

- 6 A List out the steps involved in Transportation Algorithm of Least cost method. [3M]
- B From the following transportation problem find its optimal solution by using any suitable method. [7M]

	Destinations				Availability
	D1	D2	D3		
sources	S1	2	7	4	25
	S2	3	3	1	18
	S3	5	4	7	7
	S4	1	6	2	15
	Demand	20	15	30	

OR

- 7 A Differentiate between Transportation and Assignment Problems [4M]
 B A company is faced with the problem of assigning five jobs to five machines each job must be done on only one machine the cost of processing each job on each machine is given below. [6M]

Jobs	Machines				
	A	B	C	D	E
1	7	5	9	8	11
2	9	12	7	11	10
3	8	5	4	6	9
4	7	3	6	9	5
5	4	6	7	5	11

Solve the problem assuming that the objective is to minimize the total cost.

SECTION-IV

- 8 A Construct a mathematical payoff matrix for Player A and Player B and explain the rules of game theory. [5M]
 B Explain different types of decision making environments and their criterion [5M]
 OR
 9 A Elucidate the steps in Decision Making Process. [5M]
 B The companies A and B are competing for the same product. Their different strategies are given in the following matrix. [5M]

Company B

Company A $\begin{pmatrix} 4 & -3 & 3 \\ -3 & 1 & -1 \end{pmatrix}$

Determine the best strategies for the two companies.

SECTION-V

- 10 A Explain the rules of Network Construction. [5M]
 B Differentiate between PERT and CPM. [5M]
 OR
 11 A Elucidate the Step-by-step Procedure for scheduling the activities in a project. [4M]
 B From the following network activities [6M]
 i. Draw the Network
 ii. Find the critical path and its duration
 iii. Calculate EST, EFT, LST and LFT
 iv. Also find the total float of the project.

Activity	Time (days)
1-2	8
1-3	4
2-4	2
2-5	10
3-4	5
4-5	3

Code No: R22MBA16

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)

M.B.A II Semester Regular Examinations, August 2023

STATISTICAL DATA ANALYSIS

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 60

Note: This question paper contains two Parts A & B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 Sections (One Section for each UNIT). Answer FIVE Questions, Choosing One Question from each SECTION and each Question carries 10 marks.

PART-A (10MARKS)**(Write all answers of this PART at one place)**

1. A. Write the full form of SPSS. [1M]
- B. What is quick access toolbar? [1M]
- C. How do you create Hyperlink in MS Excel? [1M]
- D. Mention the two features of a pivot table. [1M]
- E. What do you mean by tabulation of data? [1M]
- F. Define the measures of central tendency in statistics. [1M]
- G. What is the measure of dispersion in statistics? [1M]
- H. How can you define the correlation? [1M]
- I. Define population mean and sample mean in statistics. [1M]
- J. How do you calculate the degree of freedom in excel? [1M]

PART B (50 MARKS)**SECTION - I**

2. Discuss about the various features and functions of statistical package. [10M]
(OR)
3. Explain the various types and formula in MS Excel. [10M]

SECTION – II

4. How do you find custom template in Excel? Create 2x2 of your own and saves by name **Template 5**. [10M]
(OR)

5. Explain and execute the different types of graphs and charts in MS Excel. [10M]

SECTION – III

6. Explain the procedure of data analysis and mention three statistical tools. [10M]

(OR)

7. Create a Bar Chart from the given data.

[10M]

Name of Company	A	B	C	D
Male	600	550	500	300
Female	400	450	500	700

SECTION – IV

8. Calculate the correlation in an excel spreadsheet with the given data:

[10M]

X	1	2	2	7	9	1	23
Y	2	4	3	8	10	11	12

Interpret the results.

OR

9. What is tabulation? Discuss the importance of tabulation of data.

[10M]

SECTION – V

10. What do you mean by moving average method? Explain it in brief.

[10M]

(OR)

11. Calculate the average, minimum and maximum number of the given data:

[10M]

X	82	93	91	69	96	61	88	58	59	100	93	71	78
	98	45	78	88	34	44	33						

- 8 A What are the Principles of Design Thinking? [5M]
B Write about the benefits of design thinking. [5M]
OR
- 9 A What are the steps for Design Thinking Process? [5M]
B How to understand the problems in design thinking. [5M]
- SECTION-V**
- 10 A Evaluate the Creativity Process. [5M]
B How to Find gap in the Market Place? [5M]
OR
- 11 A Write about Creativity Techniques. [5M]
B Evaluate the Presentation Techniques of a business model. [5M]
