

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – Jan' 2020
FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Define the scope of Financial Management. What role should the Finance Manager play in a modern enterprise? 10 M

OR

Q.1(B) i. Discuss briefly the role of Finance Manager in an organization. 5 M
ii. How does the profit maximization objectives remain inconsistent with wealth maximization objectives? 5M

Q.2(A) Explain investment decision process. 10 M

OR

Q.2(B) A company is considering the following investment projects 10 M
(a) Rank the project according to each of the following methods:
(i) Pay back.
(ii) ARR.
(iii) IRR.
(iv) NPV, assuming discount rates of 10 and 30%.
(b) Assuming the projects are independent, which one should be accepted? If the projects are mutually exclusive, which project is the best?

Projects	C0	C1	C2	C3
A	-10,000	+10,000	-	-
B	-10,000	+7,500	+7,500	-
C	-10,000	+2,000	+4,000	+12,000
D	-10,000	+10,000	+3,000	+3,000

Q.3(A) What is cost of capital? And what are the components of cost of capital? 10 M

OR

Q.3(B) A Motor engineering company has a cost of equity capital of 15 percent. The current market value of the firm's is Rs.30,00,000 at Rs. 30 per share . Assuming values for T (new investment) Rs. 9,00,000, E (earnings) Rs. 5,00,000 and D (total dividends) Rs. 3,00,000 show that under MM assumptions, the payment of dividend does not affect the value of the firm. 10 M

Q.4(A) What is meant by working capital? What are the techniques used for analyzing working capital of the company? 10 M

OR

Q.4(B) Describe the significant components of working capital management. 10 M

Q.5(A) Define and distinguish between the concepts of merger, takeover and amal 10 M
Illustrate your answer with suitable examples in the Indian context.

OR

Q.5(B) Explain various approaches for corporate value based management systems. 10 M

Q.6 **Case Study** 10 M

P&G corporation is considering a project costing Rs 800 Lakhs. The project offers expected earnings of Rs 100 lakhs under normal conditions. These earnings can change by 50% under conditions of expansion and recession. P&G corporation has two alternate financing plans: raising 100% equity financing through issue of 10 lakh shares of value of Rs 80/- each, or avail of a loan of Rs 400 lakh - equivalent to 50% of the project cost at interest of 12.50%, which issuing 5 lakh shares at Rs 80/- each.

- i. What is the Degree of Financial Leverage for P&G corporation under 100% equity financing arrangement, and under a 50% debt arrangement?
- ii. What interpretations do you assign to the values of DFL?
- iii. Project expected earnings to shareholders under expansion and recession

END

Hall Ticket No:

Course Code: 18MBAP109

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations –January 2020

MARKETING MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) What is Marketing? Explain the following in detail: 10M
a) Selling concept b) Product concept c) Production concept
d) Marketing concept

OR

Q.1(B) Define Market Segmentation. Explain the basis for segmenting the market. 10M

Q.2(A) Explain the stages of Product Life Cycle and strategies to adapt at every stage. 10M

OR

Q.2(B) Write notes on: 10M
a) Product Levels b) Product Line Decisions

Q.3(A) What is Pricing? Explain the steps involved in selecting the final price of Product. 10M

OR

Q.3(B) What is the importance of Pricing? Explain the objectives of Pricing. 10M

Q.4(A) What is meant by Marketing Channel? What are the objectives of Channel or distribution management? 10M

OR

Q.4(B) What is channel management? Write about selection, training and motivation of channel members. 10M

Q.5(A) What is marketing communication mix? Explain how promotional decisions are taken. 10M

OR

Q.5(B) Differentiate between Direct Marketing and Digital Marketing with the help of examples. 10M

Q.6 **Case Study** 10M

HLL, an FMCG major, is a key player in the beverages industry, with strong brands like Red Label tea and Green Label coffee in its fold. HLL recorded sales of Rs. 1 Rs.3,847 in the beverages category for the year 2016. HLL is the market leader in both the tea and coffee businesses. HLL has brands targeted at consumers from all income groups. They are categorized into the popular, economy, and premium segments. In the popular segment, the company has brands like A1 and Tiger. In the economy segment, the company has Brooke Bond Red Label, and Lipton Taaza. At the high end, the company has Brooke Bond Taj Mahal and Lipton Yellow Label. A three – year study conducted to evaluate the tea consumption patterns of

customers by IMRB has provided some important findings. The study found that the reasons for drinking tea varied depending upon the social class the consumer belongs to. The lower income group consumer drank tea to get energy. The middle class customer consumed tea for relaxation. The upper-income group consumer consumed tea for social reasons. Analysts claim that tea companies need to position their brands based on the consumer perception with regard to tea. Companies targeting the lower end segment need to position their products as energy drinks, while the economy segment products should highlight the relaxation aspect. For the higher end segment, celebrity endorsements of the tea brand would help the company to attract the customers. These findings were used by HLL to refocus its brands to suit the needs of each segment. A1 and Tiger were repositioned as brands that have strong flavor and provide energy. These products were targeted at the loose tea consumers in order to upgrade them to branded tea users. The company came out with new variant of A1 that is fortified with vitamins which the company claims provides extra energy. In the economy segment also, the company repositioned Red label and Taaza to appeal to middle class consumers. Lipton Taaza was relaunched in a new nitrogen flushed pack which retains the freshness of tea powder for a longer period of time. Taaza was also positioned as a product that provides relaxation. In the premium segment to attract the upper – income group customers company roped in leading musicians to endorse the Taj Mahal brand.

HLL found that nearly 30% of the tea business comes from out-of-the-home consumption which is a relatively untapped market for branded players. The company has found that roadside tea stalls and vending machines constitute the bulk out-of-the-home tea consumption. So the company has focused on these two segments to drive its growth. HLL identified that tea stall vendors had a different set of needs than the end-consumer. Their tea consumption varies according to the end-consumer demand. They need tea which provides strong flavor and gives a larger number of cups. Moreover they are not brand-conscious. HLL has decided to supply quality tea to the vendors on a daily basis. Through this, the company hopes to wean the tea vendors away from loose tea suppliers. HLL has created a unique distribution channel for providing a daily supply to these roadside stalls.. At present HLL sells nearly 15,000 tones of tea daily through this route. To increase sales further, the company has set up the 'Good Life' club. The vendors who join the club will get incentives or freebies for every purchase. Hence the buyer has an incentive to purchase more of the product.

Questions:

1. Comment on the strategy used by HLL to segment the consumer tea market. How did it position its brands in each of the segments?
2. Analyze the HLL strategy to gain business from tea stall vendors? How did HLL succeed in attracting tea stall vendors?

END

Hall Ticket No:

Course Code: 18MBAP110

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – January 2020
PRODUCTION & OPERATIONS MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q. No 1 to 5 answer either Part A or Part B only. Q. No 6 which is a case study is compulsory.

Q.1(A) What is POM? Discuss the emerging role of the production and operations manager in India. **10M**

OR

Q.1(B) Define POM. Narrate the history of POM in India. **10M**

Q.2(A) Define the word idea generation in the context of product design. **10M**

OR

Q.2(B) When design a product what are the different metrics considering for design quality. **10M**

Q.3(A) Explain the different types of production processes and differentiate Product Vs. Mass Production. **10M**

OR

Q.3(B) Discuss the importance of BE analysis in the process design. Illustrate the importance of Make or buy in Product Design. **10M**

Q.4(A) Define the term Plant layout. Differentiate Product Vs. Process Layout **10M**

OR

Q.4(B) What is Line Balancing? Explain the Line Balancing Techniques steps involved in Product Design. **10M**

Q.5(A) Define SQC. Why is Quality so important for an organization? **10M**

OR

Q.5(B) Explain the terms work study and method study discuss the basic procedures of method study. **10M**

Q.6(A)

Case Study

10M

A company is setting an assembly line to produce 192 units per 8 hour shift. The information regarding work elements in terms of times and intermediate predecessors are given below:

Work Element	Time (Sec)	Immediate Predecessor
A	40	-
B	80	A
C	30	D,E,F
D	25	B
E	20	B
F	15	B
G	120	A
H	145	G
I	130	H
J	115	C,I
TOTAL	720	

1. What is the desired cycle time?
2. What are the theoretical numbers of stations?

END

Hall Ticket No:

--	--	--	--	--	--	--	--	--	--

Course Code: 18MBAP111

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R18) Supplementary End Semester Examinations – January 2020
HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) What do you understand by Human Resource Management? Explain its Functions and Scope. 10 M

OR

Q.1(B) Elucidate HR issues in Mergers and Acquisitions 10 M

Q.2(A) Define Recruitment and Discuss steps in Recruitment process. 10 M

OR

Q.2(B) Discuss different types of transfers and promotions. 10 M

Q.3(A) Discuss career stages in the organization. 10 M

OR

Q.3(B) What are the different types of Training methods? Explain. 10 M

Q.4(A) How to evaluate training programs in an organization. 10 M

OR

Q.4(B) What are the Employee Welfare Practices in an organization. 10 M

Q.5(A) Discuss in detail about the following: 5M

a) Trade Union Act 1926 5M

b) Human Resource Audit

OR

Q.5(B) Explain the following: 5 M

a) Industrial Dispute Act 1947 5 M

b) Objectives of Industrial Relation system

Q.6 **Case Study** 10 M

Satish was a Sales Manager for Industrial Products Company in City branch. A week ago, he was promoted and shifted to Head Office as Deputy Manager - Product Management for a division of products which he was not very familiar with. Three days ago, the company VP - Mr. George, convened a meeting of all Product Managers. Satish's new boss (Product Manager Ketan) was not able to attend due to some other preoccupation. Hence, the Marketing Director, Preet - asked Satish to attend the meeting as this would give him an exposure into his new role.

At the beginning of the meeting, Preet introduced Satish very briefly to the VP. The meeting started with an address from the VP and soon it got into a series of questions from him to every Product Manager. George, of course, was pretty thorough with every single product of the company and he was known to be pushy and a blunt veteran in the field. Most of the Product Managers were very clear of George's ways

of working and had thoroughly prepared for the meeting and were giving to the point answers. George then started with Satish. Satish being new to the product, was quite confused and fared miserably.

Preet immediately understood that George had possibly failed to remember that Satish was new to the job. He thought of interrupting George's questioning and giving a discrete reminder that Satish was new. But by that time, George who was pretty upset with the lack of preparation by Satish made a public statement "Gentlemen, you are witnessing here an example of sloppy work and this can't be excused".

Now Preet was in two minds - should he interrupt George and tell him that Satish is new in that position OR should he wait till the end of the meeting and tell George privately. Preet chose the second option.

Satish was visibly angry at the treatment meted out by George but he also chose to keep mum. George quickly closed the meeting saying that he found in general, lack of planning in the department and asked Preet to stay back in the room for further discussions.

Before Preet could give any explanation on Satish, George asked him "Tell me openly, Preet, was I too rough with that boy?" Preet said "Yes, you were. In fact, I was about to remind you that Satish is new to the job". George explained that the fact that Satish was new to the job didn't quite register with him during the meeting. George admitted that he had made a mistake and asked his secretary to get Satish report to the room immediately.

A perplexed and uneasy Satish reported to George's room after few minutes.

George looking Satish straight into his eyes said "I have done something which I should have never even thought of and I want to apologise to you. It is my mistake that I did not recollect that you were new to the job when I was questioning you". Satish was left speechless.

George continued "I would like to state few things clearly to you. Your job is to make sure that people like me and your bosses do not make stupid decisions. We have good confidence in your abilities and that is why we have brought you to the Head Office. For everybody, time is required for learning. I will expect you to know all the nuances of your product in three months time. Until then you have my complete confidence". George closed the conversation with a big reassuring handshake with Satish.

Questions:

1. Was it at all necessary for George to apologise to such a junior employee like Satish?
2. If you were in Satish's place, how would you to respond to George's apology?
3. Was George correct in saying that Satish is there to correct the "stupid mistake" of his boss and George?
4. Would you employ George in your company?
5. Would you be happy to have George/Preet as your boss?

*****END*****

Hall Ticket No:

Course Code: 18MBAP112

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – Feb 2020
BUSINESS RESEARCH METHODS USING SPSS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	i. Explain the characteristics of business research.	5 M
	ii. Compare and contrast induction and deduction with suitable examples.	5 M
OR		
Q.1(B)	Describe the major ethical issues relating to the business research.	10 M
Q.2(A)	What is scaling? Should one prefer a multiple-item scale over the single item scale? Explain with an example.	10 M
OR		
Q.2(B)	Does exploratory research always lead to conclusive research? Justify your answer with suitable examples.	10 M
Q.3(A)	What do you mean by secondary data and describe the major advantages and disadvantages of secondary data.	10 M
OR		
Q.3(B)	Discuss the principles to be followed in the construction of a good questionnaire	10 M
Q.4(A)	Explain the significance of statistical analysis of research data.	10 M
OR		
Q.4(B)	Distinguish between inferential and descriptive statistics.	10 M
Q.5(A)	Define research report and describe the layout of a research report.	10 M
OR		
Q.5(B)	What are the characteristics of a good research report and distinguish between a technical report and a popular report.	10 M
Q.6	Case Study	10 M
	The rise of Lexus as a luxury automobile powerhouse. Within three years of Lexus entrance into the US Market, BMW and Mercedes vehicle sales had decreased by 29% and 19 % respectively, and 35% of new Lexus buyers had traded in a Lincoln or Cardiac toward their purchase. By the year 2000, just ten years after their first model went on sale, Lexus had managed to overtake the established market leaders to become the number one selling luxury automobile brand in the US. The brand's reign at the top lasted until 2011, when after suffering devastating losses and manufacturing delays caused by the Tohoku earthquake and tsunami, Lexus simply did not have the inventory to remain competitive in sales volume. BMW outpaced them to become to the top selling luxury brand that year.	

Question:

1. As a Research analyst, give your recommendations how to turn around the sales.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – Jan 2020
BASIC ECONOMETRICS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Write short note on: 10 M
(i) Unbiased estimator (ii) Efficient estimator (iii) Consistent estimator (iv) Sufficient estimator.

OR

Q.1(B) Discuss the importance and scope of econometrics? Differentiate between economic and econometric models with examples. 10 M

Q.2(A) Establish the relationship between correlation coefficient and regression coefficients considering a bivariate scenario. What is the range of correlation coefficient? 10 M

OR

Q.2(B) For the given data build the equations of the lines of regression. 10 M

x	65	66	67	67	68	69	70	72
y	67	68	65	68	72	72	69	71

Q.3(A) While using ANOVA what type of data arrangements will suit you? How does you find out degrees of freedom for F test? 10 M

OR

Q.3(B) Write the following: 10 M
a) Coefficient of Determination and b) OLS method

Q.4(A) Write the basics of time series. What are the Error Measurements? 10 M

OR

Q.4(B) Elucidate Univariate Time Series Modelling. 10 M

Q.5(A) Explain autoregressive model? What is moving average? Explain ARIMA method 10 M

OR

Q.5(B) Write down the steps involved in ARM and MAM model with example 10 M

Q.6 **Case Study** 10 M

A researcher wants to find if there is a relationship between the heights of sons and fathers. In other words. Do tall fathers have tall sons?

Their height in inches is given below in an ordered arrangement.

Father (X)	63	65	66	67	67	67	68
Son (Y)	66	68	65	67	69	69	70

- a) For this data complete the regression line.
- b) Based upon the relationship between the heights, what would be the estimated height of the son if the father's height is 70"?

END

Hall Ticket No:

Course Code: 18MBAP503

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – JANUARY 2020
E-COMMERCE AND DIGITAL MARKETS

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

- Q.1(A) Describe different categories of E-Commerce business models. Provide an example for each type of e-commerce business models? 10 M
- OR**
- Q.1(B) Write about the differences and similarities between B2C and B2B marketing. 10 M
-
- Q.2(A) Describe the various steps involved in creating an e-commerce site. Add a note on the systems development life cycle. 10 M
- OR**
- Q.2(B) Explain important factors impacting E-Commerce web site design, and their effect on the site's operation? 10 M
-
- Q.3(A) Briefly describe six major trends in supply chain management and collaboration. 10 M
- OR**
- Q.3(B) List out the key attributes of a B2B e-commerce website? Explain at least five potential benefits of B2B e-commerce. 10 M
-
- Q.4(A) Identify the four main dimensions that e-commerce ethical, political, and social issues fall into and provide an example of how each dimension might apply to an individual. 10 M
- OR**
- Q.4(B) Discuss various types of online retailing business models. Explain each firm and its reason to be an example of the business model. 10 M
-
- Q.5(A) Define electronic payment system? Describe different types of electronic payment system? 10 M
- OR**
- Q.5(B) Based on the business functionality, what are the three dimensions that characterize an e-procurement market? 10 M
-
- Q.6 **Case Study** 10 M

XYZ's is known for its underwear clothing, but it also sells T-shirts, Sweat Shirts and Boxers. Unlike the underwear business in which the company sells product directly to large retailers such as wall-mart, the active wear division, which manufactures blank T-shirts, uses several dozen distributors. These sells their shirts to about 30,000 screen printers embroiders who decorate the shirts and sells them to public and for retailers who then market them to customers.

The market is very competitive and complex. The distributors sell other product as well and also T-shirts made by XYZ's competitors. Therefore the relationship between active wear and its distributors are critical. To boost these relationships. XYZ decided to develop and maintain an individual web customer site for each of their 40 key distributors on an extranet. Each site includes colour electronic catalogue, inventory level information, buyers' credit availability and ordering from both the shirts printers and retailers enter the distributors site to facilitated their own back office operation of inventory and billing. The distributors are allowed to advertise and sell other vendor product on the website. These ways XYZ commits itself to a supporting system that benefits all the channel members in a link that start with its own sites.

XYZ hopes to gain favour with distributors, many of whom do not have time or money to built there website. The system also includes models that automatically that suggest XYZ's substitute product for products not in stock. Even though building and maintenance 40 sites incur a cost, XYZ believes that the investment pays for itself XYZ's uses its experience to generate profit by setting up website for other companies.

1. State the significance of this case study.
2. Is the E-commerce System bringing XYZ closer to its customer? Why and why not?

*****END*****

Hall Ticket No:

Course Code: 18ME306

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Supplementary End Semester Examinations – February 2020

TOTAL QUALITY MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) How would you explain the concept of quality of by Deming and Juran? 10 M

OR

Q.1(B) What are various dimensions of quality? Discuss about benefits and barriers for quality improvement? 10 M

Q.2(A) State the role of customer in improving the quality of an Organization? 10 M

OR

Q.2(B) What is main idea of employee involvement and motivation in TQM? Compare the roles of manager and leader. 10 M

Q.3(A) What is QFD? Explain the Voice of Customer in Quality Function Deployment (QFD) with the help of QFD diagram? 10 M

OR

Q.3(B) Lists the seven quality tools and explain any three quality tools? 10 M

Q.4(A) How would you use the Six sigma (σ) concept in manufacturing organizations? 10 M

OR

Q.4(B) How selection of supplier is implemented? How it is going to impact the quality and goodwill of the firm? 10 M

Q.5(A) What is benchmarking? Explain the possibilities of applying benchmarking in Service organizations? 10 M

OR

Q.5(B) Discuss about the purpose of Total Productive Maintenance for an organization. 10 M

Q.6 ISO 14000 is a system for environment. Why this type of system is required. Is it not possible to do business without ISO 14000 system? Justify your reasons. 10 M

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R18) Supplementary End Semester Examinations – February 2020
DESIGN THINKING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	What are the strategic steps involved in developing Design Thinking mindset? Explain?	10 M
OR		
Q.1(B)	How can you appraise the necessity for innovation and creativity in Design thinking.	10 M
Q.2(A)	Discuss briefly about various assessment tools used in Design Thinking	10 M
OR		
Q.2(B)	How Problem Identification and Decision Making Process are interconnected, Discuss?	10 M
Q.3(A)	Explain creativity. How do you enhance the creativity among the entrepreneurs?	10 M
OR		
Q.3(B)	Explain about the Impact of Visuals on an individual's understanding of the problem?	10 M
Q.4(A)	Explain the criteria for Selection of a pragmatic idea out of pool of ideas.	10 M
OR		
Q.4(B)	What is Prototyping. How does idea clustering, selection and grouping help develop a prototype?	10 M
Q.5(A)	How does Design Thinking help in defining original ideas?	10 M
OR		
Q.5(B)	Discuss about the riskiest assumptions commonly identified in business prototypes models?	10 M
Q.6	Case Study Lessons from the Mayo Clinic: Can design thinking help global health delivery?	10 M

This essay reflects on the strength, outcome and challenges associated with the Mayo Clinic's design thinking approach to improving healthcare delivery, and discusses the merit of applying design thinking towards improving global healthcare delivery especially in resource poor settings. The essay concludes by saying that it could be useful to funnel healthcare delivery ideas through a local design-thinking center funded by non-profit organizations. Doing so create at least three values:

1. to provide a common/open platform for social entrepreneurship,
2. to rule in or rule out ideas efficiently through prototyping before significant investments are made, and
3. to build a knowledge base for a local market that benefits future similar endeavors.

Challenges for such local design center include the ability to retain top talents, to respond to high number of ideas, and to engage the local market.

Innovation is not just about creating new solutions; it is also about creating new problems

to begin with. The world has put a lot of emphasis on the former, but the latter could be even more important, especially for breakthrough products or services. Apple is a classic example. Steve Jobs' biggest question is how can one produce something that is as aesthetically beautiful as a Macbook? It later transcends from a good to a great product.

Question 1: Explain the lessons learnt from Mayo Clinic

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R18) Supplementary End Semester Examinations –February 2020
CREATIVE WRITING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Write about a ship or other vehicle that can take you somewhere different from where you are now. Your story must be creative and must follow the typical short story format of introduction, rising action, climax and conclusion. 10 M

OR

Q.1(B) How Important the Plot is for the story? Discuss. 10 M

Q.2(A) Discuss about the features of Visual poem with an example. 10 M

OR

Q.2(B) Mention the strategies of Scanning a poem and understand its meaning? 10 M

Q.3(A) What are the various aspects of Novel writing? Discuss with an example. 10 M

OR

Q.3(B) How does an effective setting influence the story? Describe a story based on effective setting. 10 M

Q.4(A) How can you draw the ideas in writing the plot of a story? 10 M

OR

Q.4(B) Write a poem on one's daily life experiences using appropriate phrases. 10 M

Q.5(A) What is Vignette writing style? Mention the sources to write a Vignette. 10 M

OR

Q.5(B) Describe the essentials of Drama and Prose. How Drama is different from Prose. 10 M

Q.6 **CASE STUDY** 10 M

Describe the role of an Indian Army. You may consider the responsibilities, activities Performed by them in serving the country.

END