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Question Paper Code: 20MBAP108

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations – OCTOBER 2022

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) What is financial management? List the salient features of financial management. Marks 10 CO 1 BI 1

OR

Q.1(B) Do you suggest wealth maximization or profit maximization? Give the reasons. Marks 10 CO 1 BI 2

Q.2(A) Define funds flow statement. Explain the managerial uses of funds flow statement Marks 10 CO 2 BI 2

OR

Q.2(B) The following are the Balance Sheet of NGS Ltd., as on 31st March, 2018 and 31st March, 2019. Marks 10 CO 2 BI 3

Liabilities	2018	2019	Assets	2018	2019
Share Capital	1,60,000	2,20,000	Building (Cost)	1,40,000	2,18,000
P & L Account	2,50,000	5,00,000	Stock	3,00,000	3,50,000
Creditors	2,30,000	1,80,000	Bank	40,000	80,000
Outstanding Exp.	6,000	3,000	Preliminary Exp	14,000	12,000
Dep. On building	10,000	11,000	Debtors	1,62,000	2,54,000
	6,56,000	9,14,000		6,56,000	9,14,000

Additional Information:

- During the year a building which was purchased earlier for ₹ 14,000 (depreciation written off ₹ 1,000) was sold for ₹ 1,200.
- A dividend of ₹ 40,000 has been paid during the year.

From the above information, you are required to prepare

- (A) A statement of changes in working capital (B) Funds flow statement

Q.3(A) What is capital budgeting? Discuss traditional and discounting methods of capital budgeting techniques. Marks 10 CO 3 BI 1

OR

Q.3(B) From the following data calculate NPV. Cash inflows of a certain project along with cash outflows are given below: Marks 10 CO 3 BI 4

Year	0	1	2	3	4	5
Cash flow	2,00,000	80,000	70,000	60,000	50,000	45,000

PV Factors @12% are given below

0.893	0.797	0.712	0.636	0.567
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Q.4(A) What is leverage? Discuss the different types of leverages. 10 4 2

OR

Q.4(B) Assuming that cost of equity is 11%; rate of return on investment is 12%; and earnings per share is Rs 15. Calculate price per share by 'Gordon Model' if dividend payout ratio is 10% and 30%. 10 4 5

Q.5(A) What is working capital? Discuss the factors determining working capital requirements. 10 5 1

OR

Q.5(B) Estimate the net working capital of firm X on the basis of given data. 10 5 1

PARICULARS	COST PER UNIT (₹)
Raw materials	200
Direct labour	100
Overhead expenses	100
Total Cost	400

Additional information:

- Selling price per unit ₹ 1,000
- Output 52000 units per annum
- Raw material in stock – an average of 4 weeks
- Work in process (wages and overheads are 50% completion stage with full material consumption) – 2 weeks
- Finished goods in stock – 4 weeks
- Credit allowed by suppliers – 4 weeks
- Credit allowed to customers – 8 weeks
- Cash at bank is expected to be ₹ 20,000

All sales are on credit basis

Q.6

CASE STUDY

10M 3 3

A project needs an investment of ₹ 1,38,500. The cost of capital is 12 per cent. The net cash inflows are as follows:

YEAR	1	2	3	4	5
CFAT(₹)	30,000	40,000	60,000	30,000	20,000

Calculate IRR and suggest whether project should be accepted or not.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations – OCTOBER 2022

PRODUCTION AND 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.

		Marks	CO	BL																																							
Q.1(A)	What is meant by Operations Management and explain the importance of Operations Management in the organizations?	10M	1	1																																							
	OR																																										
Q.1(B)	Identify the role of products and services in operations Management?	10M	1	3																																							
Q.2(A)	Classify different steps involved in product design process?	10M	2	4																																							
	OR																																										
Q.2(B)	What is meant by Design for Manufacture & Assembly in operations management and explain why it is important?	10M	2	1																																							
Q.3(A)	Analyze different types of production processes with advantages and disadvantages	10M	3	4																																							
	OR																																										
Q.3(B)	There are nine jobs, each of which must go through two machines P and Q in the order PQ, the processing times (in hours) are given below:	10M	3	5																																							
	<table border="1"> <thead> <tr> <th rowspan="2">Machine</th> <th colspan="9">Job(s)</th> </tr> <tr> <th>A</th> <th>B</th> <th>C</th> <th>D</th> <th>E</th> <th>F</th> <th>G</th> <th>H</th> <th>I</th> </tr> </thead> <tbody> <tr> <td>P</td> <td>2</td> <td>5</td> <td>4</td> <td>9</td> <td>6</td> <td>8</td> <td>7</td> <td>5</td> <td>4</td> </tr> <tr> <td>Q</td> <td>6</td> <td>8</td> <td>7</td> <td>4</td> <td>3</td> <td>9</td> <td>3</td> <td>8</td> <td>11</td> </tr> </tbody> </table>	Machine	Job(s)									A	B	C	D	E	F	G	H	I	P	2	5	4	9	6	8	7	5	4	Q	6	8	7	4	3	9	3	8	11			
Machine	Job(s)																																										
	A	B	C	D	E	F	G	H	I																																		
P	2	5	4	9	6	8	7	5	4																																		
Q	6	8	7	4	3	9	3	8	11																																		
	Find the sequence that minimizes the total elapsed time T. Also calculate the total idle time for the machines in this period.																																										
Q.4(A)	What is meant by plant layout and explain different types of layouts with suitable examples.	10M	4	1																																							
	OR																																										
Q.4(B)	Discuss the concept of flexible manufacturing systems with advantages and disadvantages?	10M	4	2																																							
Q.5(A)	Discuss the concept of Total Quality Management and explain different elements of Total Quality Management?	10M	5	2																																							
	OR																																										
Q.5(B)	Define Just In Time and explain its significance in operations management?	10M	5	1																																							

Godavari Electricals Ltd wanted to setup a new plant for manufacturing industrial heaters. The management of Godavari Electricals identified Kakinada, Vijayawada, and Hyderabad as potential areas to setup the plant. The fixed costs per year and the variable cost per heater at each of the three locations are given below.

Location	Fixed cost/Year(Rs)	Variable cost / unit (Rs)
Kakinada	2,00,000	325
Vijayawada	2,50,000	285
Hyderabad	3,00,000	265

The Product is expected to be sold at Rs.1050 and the company hopes to sell 600 industrial heaters per year. Calculate the likely profit at each location and determine the most profitable location for the company.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

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.

		Marks	CO	Bl
Q.1(A)	Summarize the marketing mix for service industries.	10M	1	2
OR				
Q.1(B)	Critically evaluate the trends in marketing practices in the present global environment.	10M	1	5
Q.2(A)	Explain the new product development process of: a. Cosmetic product b. Smart watch	10M	2	3
OR				
Q.2(B)	Explain various product line and brand line decisions with suitable examples.	10M	2	3
Q.3(A)	Discuss the methods to responding to competitors' price changes.	10M	3	6
OR				
Q.3(B)	Evaluate the various kinds of pricing strategies with industry examples.	10M	3	5
Q.4(A)	Categorize the retailers and trends in retailing.	10M	4	4
OR				
Q.4(B)	Discuss the objectives of and changing role of sales force management in the modern era of marketing.	10M	4	6
Q.5(A)	Discuss a sales promotional campaign for kid's apparel	10M	5	6
OR				
Q.5(B)	Discuss the trends of online marketing among the youth, with suitable examples.	10M	5	6
Q.6	CASE STUDY	10M	5	6
	XYZ Pvt. Ltd., is a company that produces electronic products and has an established market pressure and high revenue turnover. The company is a vertically integrated company with its own manufacturing units and retail outlets. The management of the company decided to enter into medical equipment manufacturing and sales. Since the health care sector is gaining momentum in the recent years and number of private hospitals are rising day by day. The management decided to supply customized operation theatre products to the emerging hospitals. The company decided to organize a surgeons' conference as part of its brand development campaign.			
	Questions:			
	i. Discuss the communication strategies required for such new product line.			
	ii. Evaluate the success rate of a conference as a communication mechanism.			

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular End Semester Examinations - October 2022

ECONOMETRICS FOR MANAGERS

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.No.	Question	Marks	CO	BL
Q.1(A)	Write short notes on (i) Unbiased estimator (ii) Efficient estimator (iii) Consistent estimator (iv) Sufficient estimator	10M	1	1
OR				
Q.1(B)	Analyze the descriptive statistics for TNPL for the given dataset and interpret your results either using MS Excel or E-views.	10M	1	4
Q.2(A)	Explain the following with suitable examples: a. Bivariate Econometric Modelling b. Tri-variate Econometric Modelling	10M	2	2
OR				
Q.2(B)	Find regression equation of y on x, find regression equation of x on y. Find R^2 using regression analysis technique using dataset. Interpret this regression- <i>either</i> using MS Excel or E-views.	10M	2	4
Q.3(A)	What is heteroscedasticity? What problem an econometric model faces if heteroscedasticity is present?	10M	3	4
OR				
Q.3(B)	What is coefficient of determination? Write the significance of the coefficient of determination.	10M	3	4
Q.4(A)	Explain autoregressive model? Explain ARIMA model.	10M	4	2
OR				
Q.4(B)	Explain in detail the assumptions of Classical Linear Regression Method method.	10M	4	4
Q.5(A)	Elucidate ARCH model in detail with a suitable.	10M	5	2
OR				
Q.5(B)	Explain about VAR Model in detail.	10M	5	5

Results obtained from the Multiple Regression Analysis using the OLS Model are shown below where Y is taken as a dependent variable and X1, X2, X3.

Dependent Variable: Y

Method: Least Squares

Sample: 1 10

Included observations: 10

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.220874	0.296954	-0.743799	0.4851
X1	0.950131	0.026621	35.69135	0.0000
X2	0.004793	0.010431	0.459520	0.6620
X3	0.010039	0.024065	0.417144	0.6911
R-squared	0.998877	Mean dependent var	19.70000	
Adjusted R-squared	0.998315	S.D. dependent var	9.031427	
S.E. of regression	0.370707	Akaike info criterion	1.142366	
Sum squared resid	0.824543	Schwarz criterion	1.263400	
Log likelihood	-1.711829	Hannan-Quinn criter.	1.009592	
F-statistic	1778.623	Durbin-Watson stat	2.823157	
Prob(F-statistic)	0.000000			

Questions:

1. Which independent variables are showing significant relationship with dependent variable?
2. What does the Durbin -Watson statistic reveal about the model?
3. What does the value of R-squared indicate for the regression Model?

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular End Semester Examinations - October 2022

ECONOMETRICS FOR MANAGERS

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.No.	Question	Marks	CO	BL														
Q.1(A)	Discuss the importance and scope of econometrics? Differentiate between economic and econometric models with examples.	10M	1	2														
OR																		
Q.1(B)	Analyze the descriptive statistics for TNPL for the given dataset and interpret your results <i>either</i> using MS Excel or E-views.	10M	1	4														
Q.2(A)	Define correlation? Distinguish between statistical relationship and deterministic relationship with example.	10M	2	2														
OR																		
Q.2(B)	Find regression equation of y on x, find regression equation of x on y. Find R^2 using regression analysis technique using dataset. Interpret this regression- <i>either</i> using MS Excel or E-views.	10M	2	4														
Q.3(A)	What is coefficient of determination? Write the significance of the coefficient of determination?	10M	3	1														
OR																		
Q.3(B)	What is heteroscedasticity? What problem an econometric model faces if heteroscedasticity is present?	10M	3	4														
Q.4(A)	Elucidate Box-Jenkins Methods and ARIMA Methods.	10M	4	3														
OR																		
Q.4(B)	Explain briefly the assumptions of Classical Linear Regression Method /OLS method?	10M	4	4														
Q.5(A)	Elucidate VAR Model.	10M	5	3														
OR																		
Q.5(B)	Elucidate ARCH model in detail.	10M	5	5														
Q.6	<p style="text-align: center;">Case Study</p> <p>A Researcher wants to find if there is a relationship between the heights of sons and mother. In other word. Do tall mothers have tall sons?</p> <p>Their height in inches is given below in an ordered arrangement.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>mother (X)</td> <td>63</td> <td>65</td> <td>66</td> <td>67</td> <td>67</td> <td>67</td> </tr> <tr> <td>Son (Y)</td> <td>66</td> <td>68</td> <td>65</td> <td>67</td> <td>69</td> <td>69</td> </tr> </table> <p>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 height Mother is 70"?</p>	mother (X)	63	65	66	67	67	67	Son (Y)	66	68	65	67	69	69	10M	3	6
mother (X)	63	65	66	67	67	67												
Son (Y)	66	68	65	67	69	69												

END

Hall Ticket No:

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Course Code: 20MBAP112

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022
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.

		Marks	CO	BI
Q.1(A)	Define Research. Explain various types of research in detail	10M	1	2
OR				
Q.1(B)	"Research is much concerned with proper fact finding, analysis and evaluation." Do you agree? Justify your answer.	10M	1	5
Q.2(A)	Define probability sampling. Explain different types of probability sampling in detail.	10M	2	4
OR				
Q.2(B)	Explain the steps in research process in detail.	10M	2	2
Q.3(A)	Classify the various methods through which primary data are collected?	10M	3	4
OR				
Q.3(B)	Distinguish between structured and unstructured interview	10M	3	4
Q.4(A)	Illustrate the need for factor analysis in research and explain the procedure involved in it.	10M	4	4
OR				
Q.4(B)	Explain the application of simple linear regression and its procedure and interpretation with suitable example.	10M	4	4
Q.5(A)	Explain the characteristics of good research report?	10M	5	2
OR				
Q.5(B)	Explain various chapters of research report and the need to include them in the report.	10M	5	4
Q.6	CASE STUDY	10M	3	6
	A HR manager of XYZ Ltd is concerned about the high attrition in his organization. In order to understand the reason for the same and have a solution for problem he has employed you as research consultant. Based on the review you have made you have found that following three variables are main reason for most of the attrition: i) Job satisfaction ii) Motivation iii) Career growth Question: Design a questionnaire with 4 questions that measures demographic profile of employees, 3 questions that measures job satisfaction, 3 questions that measures motivational factors and 3 questions that measures career growth of the employee respectively. Questionnaire should be in five point Likert scale.			

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

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.

		Marks	CO	BL
Q.1(A)	Discuss the functions of Human Resource management.	10M	1	6
OR				
Q.1(B)	Identify and discuss the Emerging trends of HRM in the progress of domestic and global economy.	10M	1	3
Q.2(A)	Discuss the contents of job description and job specification. Explain. How does it help HR manager to execute HR functions?	10M	2	5
OR				
Q.2(B)	What is employee separation? Explain different types of employee separation.	10M	2	5
Q.3(A)	Discuss on-the-job and off-the-job training methods.	10M	3	6
OR				
Q.3(B)	Compare and contrast modern methods of performance appraisal with traditional methods.	10M	3	4
Q.4(A)	Employee Compensation Package should be designed keeping in view several factors. Explain the factors involved also give their relevance.	10M	4	5
OR				
Q.4(B)	What do you mean by Job Evaluation? Discuss the methods of Job evaluation.	10M	4	4
Q.5(A)	Explain employee grievance and the procedure for the Redressal of grievance.	10M	5	5
OR				
Q.5(B)	What is HR audit? Discuss the procedure of conducting HR audit.	10M	5	
Q.6	CASE STUDY	10M	3	3

Mr. Harish was incharge of employee training in Shankar and Shankar Company, working under the HR Manager Mr. Subhash. One day Mr. Subhash called Mr. Harish and told him that the top management have decided that a leadership training programme should be conducted for the middle and lower-level managers of the firm. The top management were of the view that the styles they were using now and in the past are not being used by the middle managers. Marketing chief Mr. Ram Shankar observed that the young, muddle and lower-levelmanager were not conversant about dealing with people. The Finance Chief Mr. Krishna Shankar stated that it was their style that took the company to the top and what was good enough for them should be good enough for the middle manager. The other committed members were found to agree with these observations "As such", Mr. Subhash told Mr. Harish, "I have to follow the order of the top management. Get a good understanding of the modern theoretical basis of leadership. Then find out the styles of leadership for the Marketing and Finance Chiefs. Based on these, design a programme

that I can present to the executives committee for middle management leadership training programme.

Questions:

1. Comment on the suggestion of Finance and Marketing Manager.
2. Design a training programme for middle level managers in marketing department for leadership training.

*****END*****

Hall Ticket No:

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Course Code: 20MBAP114

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

INDIAN ETHOS AND BUSINESS ETHICS

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.

		Marks	CO	BL
Q.1(A)	Discuss a few management lessons learnt from Bible.	10M	1	2
OR				
Q.1(B)	Discuss the role Indian ethos in managerial practices.	10M	1	2
Q.2(A)	Explain the difference between Indian v/s Western Management?	10M	2	2
OR				
Q.2(B)	Values are the key elements for successful management." Discuss on the statement.	10M	2	3
Q.3(A)	Define Joint Hindu Family Business? Explain a few features Joint Hindu Family Business?	10M	3	1
OR				
Q.3(B)	Discuss the Indian and Gurukul education Systems of Learning?	10M	3	4
Q.4(A)	Explain the Kohlberg's six stages of moral development?	10M	4	3
OR				
Q.4(B)	Evaluate the various ethical codes with few examples.	10M	4	5
Q.5(A)	Discuss the role of ethical dilemma in HR & Finance.	10M	5	4
OR				
Q.5(B)	Examine the role of Ethical and value based leadership in organization.	10M	5	5
Q.6	<u>CASE STUDY</u>	10M	5	5

Now-a-days, there is an increasing thrust on economic development all around the globe. At the same time, there is also an increasing concern about environmental degradation caused by development. Many a time, we face a direct conflict between developmental activity and environmental quality. It is neither feasible to stop or curtail the developmental process, nor it is advisable to keep degrading the environment, as it threatens our very survival.

- i. Discuss some feasible strategies which could be adopted to eliminate this conflict and which could lead to sustainable development.

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

MANAGEMENT INFORMATION SYSTEMS

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.

		Marks	CO	BL
Q.1(A)	Elucidate the fundamentals of strategic advantages of information systems	10M	1	3
	OR			
Q.1(B)	Describe the challenges in implementation of information system	10M	1	2
Q.2(A)	Illustrate how database improve business performance and decision making.	10M	2	2
	OR			
Q.2(B)	Discuss on the problems faced by organizations with traditional file environment.	10M	2	2
Q.3(A)	Explain the system development life cycle.	10M	3	2
	OR			
Q.3(B)	Discuss the software development in the context of IS	10M	3	2
Q.4(A)	Examine the reasons about vulnerability of Information Systems.	10M	4	4
	OR			
Q.4(B)	Explain the process involved in group decision support system regarding IS.	10M	4	5
Q.5(A)	Discuss the various moral dimensions of Information Systems.	10M	5	2
	OR			
Q.5(B)	Explain internet based security measures available for business organizations	10M	5	2
Q.6	CASE STUDY	10M	4	2
	<p>United Parcel Service (UPS) started out in 1907 in a closet-sized basement office. Jim Casey and Claude Ryan—two teenagers from Seattle with two bicycles and one phone—promised the “best service and lowest rates.” UPS has used this formula successfully for more than a century to become the world’s largest ground and air package-delivery company. It’s a global enterprise with over 400,000 employees, 93,000 vehicles, and the world’s ninth largest airline.</p> <p>The firm has been able to maintain leadership in small-package delivery services despite stiff competition from FedEx and Airborne Express by investing heavily in advanced information technology. UPS spends more than \$1 billion each year to maintain a high level of customer service while keeping costs low and streamlining its overall operations.</p>			

It all starts with the scannable bar-coded label attached to a package, which contains detailed information about the sender, the destination, and when the package should arrive. Customers can download and print their own labels using special software provided by UPS or by accessing the UPS Web site. Before the package is even picked up, information from the "smart" label is transmitted to one of UPS's computer centers and sent to the distribution center nearest its final destination. Dispatchers at this center download the label data and use special software to create the most efficient delivery route for each driver that considers traffic, weather conditions, and the location of each stop.

UPS estimates its delivery trucks save 28 million miles and burn 3 million fewer gallons of fuel each year as a result of using this technology. To further increase cost savings and safety, drivers are trained to use "340 Methods" developed by industrial engineers to optimize the performance of every task from lifting and loading boxes to selecting a package from a shelf in the truck. UPS is now leveraging its decades of expertise managing its own global delivery network to manage logistics and supply chain activities for other companies.

Questions:

1. Discuss the inputs, processing, and outputs of UPS's package tracking system?
2. Explain the technologies used by UPS and how these technologies are related to UPS's business strategy?
3. Describe happen if UPS's information systems were not available?

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Hall Ticket No:

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Question Paper Code: 20MBAP304

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MCA I Year II Semester (R20) Regular & Supplementary End Semester Examinations – October 2022

E-Commerce & Digital Markets [Open Elective]

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 A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	Outline E-Commerce? How does it work? Discuss in detail about business models with suitable examples.	12M	1	2
OR				
Q.1(B)	Paraphrase various cross functional enterprise systems and applications in information technology.	12M	1	2
Q.2(A)	Summarize E commerce enablers? Defend Is Amazon an E-Commerce enabler.	12M	2	5
OR				
Q.2(B)	Label the role of internet among E-Commerce and discuss about its impact on business strategy pre and post covid19 pandemic.	12M	2	2
Q.3(A)	Point out the need and importance of Customer Relationship Management in globalized era.	12M	3	4
OR				
Q.3(B)	Describe SCM? Demonstrate the practices and its stages in a logistic company.	12M	3	3
Q.4(A)	Classify the types of Auctions in E-Commerce.	12M	4	2
OR				
Q.4(B)	Describe E-Tailing advantages and disadvantages.	12M	4	2
Q.5(A)	Illustrate the impact of E-Business in the pre and post COVID 19 era.	12M	5	4
OR				
Q.5(B)	Infer the success factors of E-Markets in current scenario.	12M	5	4

*** END***

Hall Ticket No:

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Course Code: 20MEP301

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

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.

		Marks	CO	BL
Q.1(A)	Define Quality, Quality inspection, quality control; quality management, and quality assurance in a business environment. Quality assurance plays a vital role in customer retention. justify	10M	1	4
OR				
Q.1(B)	Discuss three basic concepts of TQM principles. Suggest or apply these principles for modern industries.	10M	1	4
Q.2(A)	“Employee recognition and rewards through performance appraisal leads to improvement in quality”. Justify?	10M	2	4
OR				
Q.2(B)	Relate employ involvement and motivation in Total Quality Management	10M	2	4
Q.3(A)	List the objectives of the Six sigma Technique. Employ the six sigma process in sales and marketing functions.	10M	3	3
OR				
Q.3(B)	Discuss in detail about Ishikawa fishbone diagram showcasing the cause and effect with suitable example.	10M	3	4
Q.4(A)	What is Quality Function Deployment? Explain the voice of the customer in QFD with the help of a diagram.	10M	4	2
OR				
Q.4(B)	List the goals and stages of Total Productive Maintenance. Explain the stages involved in developing TPM suggest avoiding the six losses in TPM.	10M	4	4
Q.5(A)	Enumerate the various aspects of the ISO 14000 environmental management System. Discuss its importance in globalization.	10M	5	4
OR				
Q.5(B)	Describe Poka-yoke which is the TQM implementation tool. How it is employed for error prevention in business organization?	10M	5	3
Q.6	CASE STUDY	10M		5
	If you were implementing TQM in any manufacturing organization, how would you employ the JIT technique to optimize inventory management?			

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular & Supplementary End Semester Examinations –OCTOBER 2022

MULTIMEDIA TECHNOLOGIES

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.

		Marks	CO	BL
Q.1(A)	Explain in detail the Multimedia System Architecture with Diagram.	10M	1	3
OR				
Q.1(B)	Discuss Multimedia Databases.	10M	1	4
Q.2(A)	What are Rich Text Format and TIFF File Format? And explain in detail?	10M	2	2
OR				
Q.2(B)	Write about i) Image Compression and ii) Video Compression	10M	2	2
Q.3(A)	Explain the Video Motion Analysis.	10M	3	3
OR				
Q.3(B)	Define Image Scanners. Explain in detail the concepts involved in image scanner with example.	10M	3	2
Q.4(A)	Discuss Broadcast Schemes for VoD Buffer Management.	10M	4	4
OR				
Q.4(B)	What is RTP and RTCP in Multimedia Networks? Explain in detail these terminologies with example.	10M	4	2
Q.5(A)	What is Encryption? Discuss goals/requirements of Security and Forensics.	10M	5	2
OR				
Q.5(B)	Explain About Digital Forensics taxonomy.	10M	5	3
Q.6	CASE STUDY	10M		4

In a traffic control system, Live video feeds that are grabbed from the available traffic cameras can be used as the input to the system. The video processing engine then processes the video and the extracted data is sent to a Processor to process. According to the processed data, the traffic control system will control the devices that are connected to it. If the Processor detects a speeding driver it will directly report it to the respective person who's monitoring this using the dashboard server capabilities of the Processor which is known as the analytics dashboard. Overall progress also gets reported to the end user and will be logged in a separate database.

Questions:

1. What are the conditions to be imposed while analyzing the live video feeds?
2. In what extent these kinds of systems are useful in highway traffic?
3. What is the capacity of human intervention required to monitor video feeds 24x7?

*****END*****