

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)**MBA I Year II Semester (R20) Supplementary End Semester Examinations, August - 2023**
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.

S.No.	Question	Marks	CO	BL																																																													
Q.1(A)	Comment on the emerging role of financial manager	10M	1	2																																																													
OR																																																																	
Q.1(B)	In what way the objective of wealth maximization is superior to profit maximization?	10M	1	3																																																													
Q.2(A)	Discuss the significance of financial analysis and explain various types of analysis.	10M	2	5																																																													
OR																																																																	
Q.2(B)	From the following Balance Sheet of NGS Ltd. Co. as on 31 st December, 2021 and 2022, you are required to prepare (a) A schedule of changes in working capital (b) A funds flow statement	10M	2	5																																																													
<table border="1" style="width: 100%; border-collapse: collapse;"><thead><tr><th style="text-align: left;">Liabilities</th><th style="text-align: center;">2021</th><th style="text-align: center;">2022</th><th style="text-align: left;">Assets</th><th style="text-align: center;">2021</th><th style="text-align: center;">2022</th></tr></thead><tbody><tr><td>Share Capital</td><td style="text-align: right;">1,00,000</td><td style="text-align: right;">1,00,000</td><td>Goodwill</td><td style="text-align: right;">12,000</td><td style="text-align: right;">12,000</td></tr><tr><td>General Reserve</td><td style="text-align: right;">14,000</td><td style="text-align: right;">18,000</td><td>Buildings</td><td style="text-align: right;">40,000</td><td style="text-align: right;">36,000</td></tr><tr><td>P & L Account</td><td style="text-align: right;">16,000</td><td style="text-align: right;">13,000</td><td>Plant</td><td style="text-align: right;">37,000</td><td style="text-align: right;">36,000</td></tr><tr><td>Sundry Creditors</td><td style="text-align: right;">8,000</td><td style="text-align: right;">5,400</td><td>Investments</td><td style="text-align: right;">10,000</td><td style="text-align: right;">11,000</td></tr><tr><td>Bills Payable</td><td style="text-align: right;">1,200</td><td style="text-align: right;">800</td><td>Stock</td><td style="text-align: right;">30,000</td><td style="text-align: right;">23,400</td></tr><tr><td>Provision for Tax</td><td style="text-align: right;">16,000</td><td style="text-align: right;">18,000</td><td>Debtors</td><td style="text-align: right;">18,000</td><td style="text-align: right;">19,000</td></tr><tr><td>Provision for doubtful debts</td><td style="text-align: right;">400</td><td style="text-align: right;">600</td><td>Bills receivables</td><td style="text-align: right;">2,000</td><td style="text-align: right;">3,200</td></tr><tr><td></td><td></td><td></td><td>Cash balance</td><td style="text-align: right;">6,600</td><td style="text-align: right;">15,200</td></tr><tr><td></td><td style="text-align: right;">2,30,000</td><td style="text-align: right;">2,47,000</td><td></td><td style="text-align: right;">2,30,000</td><td style="text-align: right;">2,47,000</td></tr></tbody></table>						Liabilities	2021	2022	Assets	2021	2022	Share Capital	1,00,000	1,00,000	Goodwill	12,000	12,000	General Reserve	14,000	18,000	Buildings	40,000	36,000	P & L Account	16,000	13,000	Plant	37,000	36,000	Sundry Creditors	8,000	5,400	Investments	10,000	11,000	Bills Payable	1,200	800	Stock	30,000	23,400	Provision for Tax	16,000	18,000	Debtors	18,000	19,000	Provision for doubtful debts	400	600	Bills receivables	2,000	3,200				Cash balance	6,600	15,200		2,30,000	2,47,000		2,30,000	2,47,000
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During the year machine costing ₹ 10,000 (accumulated depreciation ₹ 3,000) was sold for ₹ 5,000. The provision for depreciation against machinery as on 31.12.2021 was ₹ 25,000 and on 31.12.2022 ₹ 40,000. Net profit for the year 2022 amounted to ₹ 45,000. You are required to prepare cash flow statement.																																																																	
Q.3(A)	Define Capital Budgeting. Discuss in detail different types of capital budgeting techniques.	10M	3	2																																																													

OR

Q.3(B) A project needs an investment of ₹. 1,38,500. The cost of capital is 12 per cent. Thenet cash inflows are as under: 10M 3 5

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

Calculate Internal Rate of Return and suggest whether the project should beaccepted or not.

Q.4(A) Ajith Company Ltd. has total assets amounting to Rs.20, 00,000, and is expecting an operating income of 10% on total assets. Cost of capital is 10% and it has employed 6% debentures of Rs.10, 00,000. Determine the value of the company K_e . 10M 4 2

OR

Q.4(B) Define Capital structure? Explain factors influencing capital structure? 10M 4 4

Q.5(A) Discuss the concept of 'working capital' and explain the factors influencing working capital requirement. 10M 5 4

OR

Q.5(B) The Board of Directors of Pragathi Mills Ltd., requests you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is given below. 10M 5 5

Cost per unit (₹.)

Raw materials	20
Direct labour	5
Overheads	15
Total cost	40
Profit	10
Selling price	50

Additional information:

1. Past experience indicates that raw materials are held in stock, on an average for 2 months.
2. Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.
3. Finished goods are in stock on an average for one month.
4. Credit allowed to suppliers: one month.
5. Credit allowed to debtors: two months.
6. A minimum cash balance of ₹ 25,000 is expected to be maintained.

Prepare a statement of working capital requirements.

Q.6 **CASE STUDY** 10M 3 5

From the following information advice, the management as to which project is preferable based on pay-back period. Two projects X and Y, each project require an investment of ₹. 60,000. The standard cut off period for the company is 5 years. Net profit after tax of the two projects are as under:

Year	1	2	3	4	5
Project X (₹)	20,000	20,000	8,000	12,000	8,000
Project Y (₹)	16,000	16,000	24,000	6,000	7,000

END

Hall Ticket No:

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Course Code: 20MBAP109

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

MBA I Year II Semester (R20) Supplementary Semester Examinations, August - 2023

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.

S.No.	Question	Marks	CO	BL
Q.1(A)	What is meant by Market Segmentations? What are the criteria of successful market segmentation?	10M	1	2
OR				
Q.1(B)	Critically evaluate the trends in marketing practices in the present global environment.	10M	1	4
Q.2(A)	Write the strategic considerations in each stage of the product life cycle concept with proper examples	10M	2	3
OR				
Q.2(B)	Explain the concept of new product development process	10M	2	2
Q.3(A)	Define the various pricing strategies used by the companies and discuss the factors influencing the pricing strategies.	10M	3	3
OR				
Q.3(B)	Discuss the methods to responding to competitors' price changes in this globalized world	10M	3	3
Q.4(A)	Discuss the significance of sales force and methods of sales force selection.	10M	4	3
OR				
Q.4(B)	What are the various factors, which must be, consider while making channel selection? Explain with an example.	10M	4	4
Q.5(A)	Discuss a sales promotional campaign for kid's apparel	10M	5	4
OR				
Q.5(B)	Discuss the trends of online marketing in India and discuss the growth and opportunities in online marketing in India.	10M	5	4
Q.6	Case study	10M	5	5

Many agencies proclaim their ability to provide clients with services that deliver integrated marketing communications. However, some clients question whether agencies can plan campaigns in conjunction with sister agencies and avoid media channel bias. In 2006, Unilever announced that it was to strengthen its in-house communications planning facilities. The aim was to control campaigns that include a

variety of communication tools and media. One of the common reasons cited for this type of move is that clients perceive a gap between creative thinking and media management, often due to internal agency structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centers and as a result want to retain each client's work to reflect their own success. Where integration can be seen to work is within media selection, rather than an overall campaign. A campaign by British Airways designed to encourage customers to use its online check-in service was planned on the basis that digital was to be the key medium. The campaign included television and press, used to drive visits to the British Airways website, plus ATMs, outdoor LCD transvision screens, digital escalator panels and online advertising. Each ad used the tagline 'Have you clicked yet?', designed to provide consistency. The campaign also tapped into specific lifestyle situations where the core message would resonate more strongly. For example, the frustration experienced by people when queuing at railway stations was used to push the message that BA's online check-in could cut out queuing. To do this transvision screens were used to allow people to download information to their mobiles via Bluetooth.

Questions:

- (a) What are the effects on its communications agencies by Unilever's decision to take planning in-house?
- (b) To what extent BA's planning a central aspect of their campaign success?
- (c) With so many different organizations involved in marketing communications, is truly integrated planning possible?.

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations, August - 2023

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.

Q.No	Question	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			
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	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*****

Hall Ticket No:

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Course Code: 20MBAP503

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Supplementary End Semester Examinations, August - 2023

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.

S.No.	Question	Marks	CO	BL
Q.1(A)	Examine different categories of E-Commerce business models. Provide an example of each of the five major types of e-commerce business models?	10M	1	4
OR				
Q.1(B)	Describe the differences and similarities between B2C and B2B marketing.	10M	1	4
Q.2(A)	Evaluate the major B2C business models. Evaluate the major B2b business models.	10M	2	4
OR				
Q.2(B)	Explain the systems development life cycle and discuss the various steps involved in creating an e-commerce site.	10M	2	2
Q.3(A)	What are the key attributes of a B2B e-commerce website? What early technology are they descended from? List at least five potential benefits of B2B e-commerce.	10M	3	4
OR				
Q.3(B)	Discuss and Identify major trends in supply chain management and collaborative commerce?	10M	3	4
Q.4(A)	Discuss key factors affecting the online content, media and entertainment industry	10M	4	4
OR				
Q.4(B)	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.	10M	4	4
Q.5(A)	What are the three dimensions that characterize an e-procurement market on its business functionality? Name two other market characteristics procurement Net marketplace.	10M	5	4
OR				
Q.5(B)	Examine and evaluate different characteristics and types of Net marketplaces.	10M	5	4
Q.6	CASE STUDY	10M	2	4
	Beginning in 2008, Groupon offered prepaid discount vouchers that soon came to include services as diverse as restaurants, skydiving, and museum visits. To consumers, discount vouchers promise substantial			

savings—often 50% or more. To firms, discount vouchers offer opportunities for price discrimination as well as exposure to new customers and online “buzz.”

Groupon is a location-based service that helps consumers find great local deals and assists merchants in attracting and managing customers. Groupon’s business model is based on the theory that everyone loves a great deal. Groupon is a popular “deal of the day” Web site offering discounted gift certificates usable at local or national companies. Each day Groupon e-mails its subscribers discounted offers for goods and services that are targeted by location and personal preferences. Customers purchase Groupons through Groupon’s Web site or mobile apps and redeem them with affiliated merchants. The discounts are huge usually 50 to 90 percent off. Groupon makes money by keeping approximately half the money the customer pays for the coupon. Most deals are only valid for several days and have a limited quantity. Groupon started as a group coupon-broker of services, and initially deals were only met if a certain number of people purchased them. However, enough deals are purchased that Groupon has been able to discard that tipping point for enabling deals.

The company has grown rapidly (today it is in over 1000 cities in 48 countries) to become more of a marketplace and has expanded its offerings. Groupon Goods is an online deal-of-the-day department-style store; Groupon Live offers deals on live events; Groupon Reserve has premium deals from prestigious brands and companies. A recently released mobile app, Snap, offers cash rewards to consumers for purchasing specific grocery items and sending a photo of their store receipt from their phone. Along with expanding services to consumers, Group on has refocused also on services for merchants. With Groupon Works (Grouponworks.com), it provides services that help small businesses manage the entire customer acquisition process and more. Group on Works services include comprehensive online ad campaign management, advice, deals on business supplies, point-of-sale iPad apps to replace cash registers, payment processing systems, inventory management, as well as post-purchase analytics.

Answer the following questions

1. What features of contemporary e-commerce does Group on utilize? Discuss.
2. What value does this service provide subscribing merchants? What value does it provide customers?
3. What kinds of businesses are most likely to benefit from using Group on? Would you use Group on? Why or why not?
4. Are there any disadvantages to the merchant in using Group on Works?

*****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) Supplementary End Semester Examinations, August - 2023**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.No	Question	Marks	CO	BL
Q.1(A)	Distinguish between the quality concepts of Deming and Crosby.	10M	1	3
OR				
Q.1(B)	Discuss about three basic concepts of TQM principles. Relate DrJuran Principles for modern quality management.	10M	1	4
Q.2(A)	"Quality Management and adapting TQM principles lead to customer retention". Justify?	10M	2	4
OR				
Q.2(B)	"Continuous process improvement lead to reduced customer complaints". Discuss in detail.	10M	2	3
Q.3(A)	List the seven traditional tools for quality. Apply six sigma process to manufacturing function.	10M	3	3
OR				
Q.3(B)	How benchmarking is used in continuous improvement. Explain benchmarking process.	10M	3	2
Q.4(A)	Define cost of quality. How Total Productive Maintenance (TPM) reduces the cost of quality.	10M	4	3
OR				
Q.4(B)	List the goals and stages of Total Productive Maintenance ? Explain the stages involved in developing TPMsuggest to avoid the six losses in TPM.	10M	4	4
Q.5(A)	Explain JIT and its role in inventory management.	10M	5	3
OR				
Q.5(B)	What is KAIZEN ? How KAIZEN is used for continuous improvement.	10M	5	3
Q.6	CASE STUDY	10M		5
	If you were implementing TQM to any manufacturing organization, how would you employ the 5S technique to improve the productivity.			
	END			