

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations, March - 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.

Q.No	Question	Marks	CO	BL
Q.1(A)	What is the scope and importance of finance function to business organisation?	10M	1	2
OR				
Q.1(B)	Determine the relationship between risk and return and highlight the difference between relevant and irrelevant risks.	10M	1	5
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

Liabilities	2021	2022	Assets	2021	2022
Share Capital	1,00,000	1,00,000	Goodwill	12,000	12,000
General Reserve	0	18,000	Buildings	40,000	36,000
P & L Account	14,000	13,000	Plant	37,000	36,000
Sundry Creditors	16,000	5,400	Investments	10,000	11,000
Bills Payable	8,000	800	Stock	30,000	23,400
Provision for Tax	1,200	18,000	Debtors	18,000	19,000
Provision for doubtful debts	16,000	600	Bills receivables	2,000	3,200
	400		Cash balance	6,600	15,200
	2,30,000	2,47,000		2,30,000	2,47,000
	0	0		0	0

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. The net 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 be accepted or not.

Q.4(A) What is capital structure? Explain factors determining capital structure of a firm. 10M 4 2

OR

Q.4(B) Compute Operating, Financial and Combined leverages from the following details and based on the result, comment on the financial policy of the company. 10M 4 5

NGS Co. Ltd., has sales of ₹ 4,00,000, variable cost is 70% of sales and the fixed cost is ₹ 80,000. The firm has raised ₹ 2,00,000 funds by issue of debentures at the rate of 10%.

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.

Case Study

Use the following data to construct an X bar chart and R Chart. Plot the observed values and comment on the process. (Note: At Sample size 5, $A_2 = 0.58$, $D_3 = 0$, $D_4 = 2.11$)

10M

Sample	1	2	3	4	5	6	7	8	9	10
Mean	2	2	2	1	1	1	1	2	1	10
Range	1	6	3	8	9	5	4	0	6	7

END

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

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

MBA I Year II Semester (R20) Supplementary Semester Examinations, March - 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.

Q. 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)	Explain the new product development process and critically evaluate the bottlenecks during the new product development process	10M	2	4
OR				
Q.2(B)	Explain various product line and brand line decisions with suitable examples.	10M	2	3
Q.3(A)	Define pricing and discuss the factors influencing pricing strategies.	10M	3	3
OR				
Q.3(B)	Discuss the methods to responding to competitors' price changes.	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 among the youth, with suitable examples.	10M	5	3
Q.6	Case study 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	10M	5	5

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?

****END****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

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

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.No.	Questions	Marks	CO	BL
Q.1(A)	Explain various research needs of research.	10M	1	1
OR				
Q.1(B)	Analyze the role of business research in managerial decision making?	10M	1	3
Q.2(A)	Describe two types of data and methods to collect them.	10M	2	5
OR				
Q.2(B)	Define probability sampling. Explain different types of probability sampling in detail	10M	2	1
Q.3(A)	What factors are important in designing a questionnaire? Justify it.	10M	3	5
OR				
Q.3(B)	Classify the various methods through which primary data are collected?	10M	3	4
Q.4(A)	What is factor analysis? Explain in details the steps involved in factor analysis.	10M	4	2
OR				
Q.4(B)	Explain Correlation with suitable example? When will you use correlation analysis?	10M	4	2
Q.5(A)	Explain the characteristics of good written report?	10M	5	5
OR				
Q.5(B)	Write a report to the manager of pizza hut store who asked you to study the satisfaction level of customer visiting pizza store.	10M	5	3
Q.6	<u>Case Study</u>	10M	4	3

A production manager is concerned about the low output level of his employees. The articles he has read on the job performance frequently mentioned that following four variable are important to job satisfaction

- 1)Skills required for the job
- 2)Rewards
- 3)Motivation
- 4)Job satisfaction

Further it was also indicated that if rewards were attractive to recipients did motivation, satisfaction and job performance increase otherwise it does not.

Q1) Define the problem in the current case.

Q2) Develop at least five hypothesis

Q3) Distinguish between null and alternative hypothesis.

*****END*****

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations, March - 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 A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	How E-Commerce differs from E-Business	10M	1	3
OR				
Q.1(B)	Explain major B2B business model with an example.	10M	1	2
Q.2(A)	Discuss the various applications of E-commerce Infrastructure: The Internet, Web, and Mobile Platform with a suitable example	10M	2	2
OR				
Q.2(B)	Evaluate the latest trends in M-commerce models with suitable examples	10M	2	5
Q.3(A)	Discuss about E-Commerce infrastructure and its impact on business.	10M	3	2
OR				
Q.3(B)	Discuss the major trends in supply chain management.	10M	3	2
Q.4(A)	Write a note on advantages and challenges of online retailing firms.	10M	4	3
OR				
Q.4(B)	Discuss the key factors affecting online content, Media and entertainment industry	10M	4	2
Q.5(A)	Describe in detail about E-procurement process?	10M	5	2
OR				
Q.5(B)	Examine the different characteristics and types of Net market places	10M	5	4
Q.6	CASE STUDY	10M	4	5
	<p>Godrej as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves. Godrej Indispensables, an online web sitcom starring various products. Why Indispensables? Well they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a household. They are the silent protectors of a family's home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers ad given them a wide variety</p>			

of quirks and personalities. So far the videos have garnered cumulatively over 50000+ views on Youtube. A special hashtag called #The Indispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep Audience entertained and informed.

*****END*****

Hall Ticket No:

Course Code: 20MEP301

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

MBA I Year II Semester (R20) Supplementary End Semester Examinations, March - 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)	Elaborate the fourteen steps involved in Crosby's total quality approach.	10M	1	3
	OR			
Q.1(B)	Elaborate the Deming's philosophy over the quality and productivity improvement? Or Describe the Deming's 14 points for the improvement of quality management?	10M	1	3
Q.2(A)	What is team and teamwork? Justify needs for having this function in quality management.	10M	2	2
	OR			
Q.2(B)	What is main idea of employee involvement and motivation in TQM?	10M	2	2
Q.3(A)	State the objectives of performance measures.	10M	3	2
	OR			
Q.3(B)	What are the goals and stages of TPM? Explain the stages involved in developing TPM and explain the six losses in TPM.	10M	3	2
Q.4(A)	Explain Taguchi loss function and the evaluation method of the loss developed by him? OR Discuss the need for Taguchi's quality loss function.	10M	4	3
	OR			
Q.4(B)	Explain the objectives and benefits of QFD, Discuss on four phases on QFD?	10M	4	3
Q.5(A)	What is a Kaizen? Explain what are the quality policy available in Kaizen?	10M	5	2
	OR			
Q.5(B)	Enumerate the various aspects of ISO 14000 environmental management system? Brief the various principles of ISO 14000 series?	10M	5	4
Q.6	CASE STUDY	10M		4
	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.			

END

Hall Ticket No:

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

Question Paper Code: 20CSEP301

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

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

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 A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	What is multimedia? Explain the Real time scenarios where you use Multimedia?	10M	1	1
OR				
Q.1(B)	Define the objects for multimedia systems? Discuss the multimedia data Interface Standards?	10M	1	1
Q.2(A)	What is Resource Interface File Format?	10M	2	1
OR				
Q.2(B)	Discuss About Types of Compressions in Multimedia?	10M	2	2
Q.3(A)	Discuss about Image Scanners	10M	3	2
OR				
Q.3(B)	Write about Full Motion Video.	10M	3	2
Q.4(A)	Describe What is RTP and RTCP in Multimedia Networks?	10M	4	1
OR				
Q.4(B)	Write a Short Note on Multimedia Over Wireless Networks?	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	2
Q.6	<u>CASE STUDY</u>	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 Processor detects a speeding driver it will directly report it to respective person who's monitoring this using dashboard server capabilities of Processor which is known as 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 this kind of systems are useful in high ways traffics?
3. What is the capacity of human intervention required to monitor video feeds 24x7?

*****END*****