

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations,**  
**September- 2024**  
**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
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Q.1(A) Discuss the objectives and scope of financial management in the context of modern business organizations. Illustrate your answer with relevant examples. 10M    1    2

**OR**

Q.1(B) Elaborate the concept of wealth maximization and its significance as a primary objective of financial management. 10M    1    4

Q.2(A) How does capital budgeting contribute to the long-term success of a business? Provide examples of different capital budgeting techniques and their applications. 10M    2    3

**OR**

Q.2(B) Galaxy Limited is considering investment in project M or Project N which requires original investment of Rs. 6 Lakhs each and generate cash flow during five years of life as given below: 10M    2    4

Year	1	2	3	4	5
Project M	150000	175000	225000	175000	150000
Project N	175000	225000	275000	225000	175000

Using NPV method, suggest Galaxy limited as to whether it should invest in Project M or Project N if risk premium rate of project M and Project N are 5% and 10% respectively.

Q.3(A) Illustrate how the combined cost of capital is determined and its role in corporate decision-making. 10M    3    3

**OR**

Q.3(B) Kedarnath Cements Ltd. has the following capital structure: (Rs. Lakh) 10M    3    4

Particulars	Market Value	Book Value	Cost %
Equity Share Capital	80	120	18
Preference Share Capital	30	20	15
Fully secured Debentures	40	40	14

Calculate the Company's weighted average cost of capital.

Q.4(A) Evaluate the key factors that determine a firm's capital structure. Use real-world examples to illustrate how companies tailor their capital structure based on these determinants. 10M    4    4

**OR**

Q.4(B) From the following information supplied to you determine the theoretical market value of equity shares of a company as per Walter's Model: 10M    4    5

Earnings of the company	Rs. 500000
Dividend paid	Rs. 300000
Number of shares outstanding	100000
Price-earnings ratio	8
Return on investment	15%

Are you satisfied with the current dividend policy of the firm? If not, what should be optimal dividend payout ratio in this case?

Q.5(A) Discuss the factors that influence working capital requirements and the methods used to estimate these needs. 10M 5 2

OR

Q.5(B) From the following information, Calculate operating cycle and estimate Working capital needs. 10M 5 5

	01.04.2019	31.03.2020
Raw Material	80,000	1,20,000
Work in process	20,000	60,000
Finished Goods	60,000	20,000
Debtors	40,000	40,000
Wages and Manufacturing expenses		2,00,000
Selling and distribution expenses		40,000
Purchase of raw material		4,00,000
Total Sales		10,00,000

All goods are sold on credit basis

Suppliers of material allow two months credit.

Q.6 **CASE STUDY** 10M 4 5

ABC Corporation is a mid-sized manufacturing company specializing in consumer electronics. The company has been performing well over the past few years, experiencing steady revenue growth and increasing market share. As part of its strategic planning for the next five years, ABC Corporation's management is evaluating its capital structure to support its expansion plans.

Currently, ABC Corporation's capital structure consists of the following:

- Equity: Rs.50 million
- Debt: Rs. 20 million

The company's current cost of equity is 12%, and its cost of debt is 6%. The company is considering two options for restructuring its capital:

1. **Option A:** Increase the debt level by Rs.30 million to finance new product development and expand into international markets. This option is projected to increase the company's debt-to-equity ratio to 1.6.
2. **Option B:** Issue additional equity to raise Rs.30 million for expansion, maintaining the current debt level. This option would result in a debt-to-equity ratio of 0.6.

**Questions:**

1. Analyze the impact of both capital structure options on ABC Corporation's financial risk. How would an increased debt level (Option A) affect the company's risk compared to issuing more equity (Option B)?
2. Discuss the potential advantages and disadvantages of each capital structure option from both a financial and strategic perspective. How might each option influence the company's future growth, financial stability, and market perception?

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Hall Ticket No: 

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Question Paper Code: 22MBAP109

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

MBA I Year II Semester (R22) Regular &amp; Supplementary End Semester Examinations, September- 2024

**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the impact of the extended Ps of marketing on a business's strategy in the contemporary Indian market environment.	10M	1	4
<b>OR</b>				
Q.1(B)	Explain the core concepts of marketing and how they guide marketing philosophies. Provide examples to illustrate each concept.	10M	1	2
Q.2(A)	Analyze the stages of the Product Life Cycle (PLC) and suggest marketing strategies that could be effective during the decline phase of a consumer electronic product.	10M	2	4
<b>OR</b>				
Q.2(B)	Describe the process and importance of brand decision-making in the context of new product development. Use an example of a recent market entrant to support your explanation.	10M	2	3
Q.3(A)	Evaluate the different pricing methods and discuss which method would be most suitable for a new health drink product entering a competitive market.	10M	3	5
<b>OR</b>				
Q.3(B)	Discuss the factors that should be considered when initiating a price cut in a highly competitive industry. Provide an example to illustrate your points.	10M	3	2
Q.4(A)	Explain how the structure and size of a sales force can impact the sales performance of a multinational company.	10M	4	2
<b>OR</b>				
Q.4(B)	How do channel management decisions influence the overall effectiveness of a distribution strategy?	10M	4	4
Q.5(A)	Develop a brief integrated marketing communication plan that includes social media, advertising, and public relations to launch an eco-friendly brand.	10M	5	3
<b>OR</b>				
Q.5(B)	Explain the concept of surrogate advertising and provide an example of how it can be used effectively in markets where direct advertising is restricted.	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	1	3
	Zenith Beverages, based in India, is a start-up in the non-alcoholic beverage industry that specializes in premium, health-oriented soft drinks made from organic ingredients. The brand targets health-conscious consumers who are actively seeking out beverage options that not only provide refreshment but also contribute positively to their health. The market for non-alcoholic beverages in India is densely populated with			

a wide variety of offerings, from carbonated soft drinks to traditional and health-focused alternatives. The growing consumer awareness regarding health and wellness, especially in the post-pandemic era, has driven a significant shift towards beverages that offer health benefits without compromising on taste.

Zenith Beverages faces the challenge of establishing a strong brand identity in a competitive market, differentiating its products from those of competitors, and effectively reaching its target audience. The company must make critical decisions regarding product development, marketing strategies, pricing, distribution channels, and promotional activities.

1. How should Zenith Beverages segment its market, and what criteria should it use to identify and select its target market?
2. What marketing mix strategies can Zenith Beverages employ to effectively position its health-oriented soft drinks in the competitive Indian market?

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Hall Ticket No: 

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Question Paper Code: 22MBAP110

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024**  
**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the evolution of Operations Management and its importance in modern businesses.	10M	1	2
<b>OR</b>				
Q.1(B)	What are the objectives of Production and Operations Management? Discuss the scope of Operations Management in today's industries.	10M	1	2
Q.2(A)	Explain the product design process, covering the stages from idea generation to the final design and process plans.	10M	2	2
<b>OR</b>				
Q.2(B)	What is Quality Function Deployment (QFD), and how does it contribute to product design quality?	10M	2	2
Q.3(A)	Compare and contrast different types of processes: projects, batch production, mass production, and continuous production.	10M	3	4
<b>OR</b>				
Q.3(B)	Explain Johnson's rule and its application in job sequencing through two serial processes.	10M	3	2
Q.4(A)	Discuss the factors affecting plant layout and explain the significance of facility location decisions.	10M	4	2
<b>OR</b>				
Q.4(B)	Describe line balancing and the role of computerized line balancing in designing product layouts.	10M	4	3
Q.5(A)	Explain the basics of Statistical Process Control (SPC) and its importance management.	10M	5	2
<b>OR</b>				
Q.5(B)	Differentiate between control charts for attributes and variables, providing examples such as p-Chart, c-Chart, mean chart, and range chart.	10M	5	4
Q.6	<b>CASE STUDY</b> The GM (Works) has problems with manufacturing budgets, meeting cost reduction targets, and dealing with new products manufacturing schedules. When an in-depth interview (non-directive type) was conducted between the GM (Works) and the Chairman of the Company, the GM (Works) explained that many things are happening in the Company about which he is ignorant, particularly the preparation, new product integration, etc. He agrees to the view that the Company is interested in high-growth and high-profit, but he has never been given an opportunity to review his own scheme of things and explain to the top management. The production culture of the company has never been	10M	4	5

assessed whereas the stringent rules are being directed by the finance and personnel departments. And sometimes, show cause notices are being served to supervisors and senior employees. The Company is introducing new products without assessing the capability of the manufacturing system and the resources.

(a) Under the above situation, if you are asked to work as a consultant to show the perspectives to the Board of Management, what action plans would you suggest?

(b) Does Business Process Re-engineering (BPR) help in situations like these?

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Hall Ticket No: 

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Question Paper Code: 22MBAP111

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

MBA I Year II Semester (R22) Regular &amp; Supplementary End Semester Examinations, September- 2024

**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	What are the emerging trends of HRM in domestic and global economy?	10M	1	2
<b>OR</b>				
Q.1(B)	HRM is linked to the Organizational Competitive advantage in a systematic way? Justify the statement.	10M	1	4
Q.2(A)	Define employee engagement. Why employee engagement is important for organizations?	10M	2	1
<b>OR</b>				
Q.2(B)	Describe Job analysis, Job specification Job description and explain. How does it help HR manager to execute HR functions?	10M	2	2
Q.3(A)	Critically examine the Traditional vs Modern methods of Performance appraisal.	10M	3	4
<b>OR</b>				
Q.3(B)	Differentiate between training and development. Design a training program on stress management.	10M	3	2
Q.4(A)	Define compensation. Discuss the factors influencing employee compensation?	10M	4	2
<b>OR</b>				
Q.4(B)	What do you understand by Employee Welfare Practices? What is the importance of Welfare practices? Also do discuss various HR Welfare practices being adopted by MNCs.	10M	4	2
Q.5(A)	Distinguish between HR Audit and HR Accounting.	10M	5	2
<b>OR</b>				
Q.5(B)	Write a short note on Grievances and disputes resolution mechanisms?	10M	5	2
Q.6		10M	2	2

**Case Study**

In May 2011, Mississippi River flooding hit Vicksburg, Mississippi, and the Optima Air Filter Company. Many employees' homes were devastated. Optima found that it had to hire almost three completely new crews, one for each shift. The problem was that the "old-timers" had known their jobs so well that no one had ever bothered to draw up job descriptions for them. When about 30 new employees began taking their places, there was general confusion about what they should do and how they should do it. The flood quickly became old news to the firm's out-of-state customers, who wanted filters, not excuses. Phil Mann, the firm's president, was at his wits' end. He had about 30 new employees, 10 old-timers, and his original factory supervisor, Maybelline. He decided to meet with Linda Lowe, a consultant from the local university's business

school. She immediately had the old-timers fill out a job questionnaire that listed all their duties. Arguments ensued almost at once: Both Phil and Maybelline thought the old-timers were exaggerating to make themselves look more important, and the old-timers insisted that the lists faithfully reflected their duties. Meanwhile, the customers clamored for their filters.

**Questions**

1. Should Phil and Linda ignore the old-timers' protests and write the job descriptions as they see fit? Why? Why not? How would you go about resolving the differences?
2. How would you have conducted the job analysis? What should Phil do now?

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Hall Ticket No:

Question Paper Code: 22MBAP112

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

**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024**  
**BUSINESS LAW AND REGULATION**

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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	What is Capacity to contract? Who are the persons disqualifying to enter into the contract according to the contract act.	10M	1	2
<b>OR</b>				
Q.1(B)	Differentiate between fraud and misrepresentation	10M	1	4
Q.2(A)	Discuss various classifications of partner and partnership in detail.	10M	2	2
<b>OR</b>				
Q.2(B)	Differentiate between the company and partnership	10M	2	4
Q.3(A)	What is mean by winding up of Company? Discuss various types of winding up of Company	10M	3	3
<b>OR</b>				
Q.3(B)	What are the powers and duties of Directors under Companies Act 2013 and discuss in detail.	10M	3	3
Q.4(A)	Discuss various procedures involved in GST online registration	10M	4	2
<b>OR</b>				
Q.4(B)	What is GST File return? What are the standard forms used for filing GST Return.	10M	4	2
Q.5(A)	What is mean by E-governance? And explain the advantages and challenges faced by E-governance	10M	5	2
<b>OR</b>				
Q.5(B)	What is Information Technology Act 2000? And explain the scope and applicability of IT Act 2000.	10M	5	3
Q.6	<b>Case Study</b> A student was induced by his teacher to sell his brand new car to the latter at less than the purchase price to secure more marks in the examination. Accordingly, the car was sold. However, the father of the student persuaded him to sue his teacher. State on what ground the student can sue the teacher?	10M	1	4

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Hall Ticket No: 

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Question Paper Code: 22MBAP113

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

MBA I Year II Semester (R22) Regular &amp; Supplementary End Semester Examinations, September- 2024

**ECONOMETRICS FOR MANAGERS**

**(SET-1)**

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 6 which is a case study is compulsory.**

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the role of univariate statistics in econometric analysis. How do measures of central tendency and dispersion help in understanding economic data?	10M	1	2
<b>OR</b>				
Q.1(B)	Elucidate the importance of the desirable properties of estimators in econometrics. Why are these properties crucial in statistical inference?	10M	1	2
Q.2(A)	Discuss the use of statistical versus deterministic relationships in policy analysis. Identify how each approach affects the evaluation of economic policies.	10M	2	3
<b>OR</b>				
Q.2(B)	Analyze the simple Regression for the given House Square Footage and Price dataset and interpret your results in E-views. Use dataset <b>2B</b>	10M	2	4
Q.3(A)	Discuss the role of hypothesis testing in econometrics. How are t-tests and F-tests used to test hypotheses in the context of regression models?	10M	3	2
<b>OR</b>				
Q.3(B)	Analyze the auto correlation for the given nifty, Maruthi and Hyundai price for the given dataset of Question <b>3B</b> and interpret your results in E-views.	10M	3	4
Q.4(A)	Discuss the steps involved in the Box-Jenkins methodology. Illustrate with an example, walking through how to select an appropriate ARIMA model for a given time series dataset, including the identification of AR, MA, and differencing orders.	10M	4	2
<b>OR</b>				
Q.4(B)	Analyze a Unit Root test for the given dataset of Question 4B and interpret the results in E-Views.	10M	4	4
Q.5(A)	Compare and Contrast ARCH and GARCH Models in Volatility Modeling.	10M	5	4
<b>OR</b>				
Q.5(B)	Estimate a VAR model with GDP growth and inflation rates. Report and interpret the coefficients of the VAR model. How do GDP growth and inflation rates interact with each other? Use dataset Question 5B	10M	5	5
Q.6	<b>CASE STUDY</b>	10M	2	5

Estimate the multiple regression model using Size, Bedrooms, and Age as Independent variables. Report the estimated coefficients and interpret the results. Use dataset Question 6.

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Hall Ticket No: 

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Question Paper Code: 22MBAP113

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

MBA I Year II Semester (R22) Regular &amp; Supplementary End Semester Examinations, September- 2024

**ECONOMETRICS FOR MANAGERS****(SET-2)**

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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Analyze Descriptive statistics by using your own data set and interpret the results using E-views.	10M	1	4
<b>OR</b>				
Q.1(B)	Compare the roles of mathematics, statistics, and econometrics in economic analysis. How do these disciplines interrelate in the study of economics?	10M	1	2
Q.2(A)	Define bivariate econometric modeling. How is it used to analyze the relationship between two economic variables? Provide an example of a bivariate model in economic research.	10M	2	4
<b>OR</b>				
Q.2(B)	Analyze the Multiple Regression for the given Advertising Expenditure vs. Sales dataset and interpret your results in E-views. Use dataset <b>2B</b>	10M	2	4
Q.3(A)	Describe the Ordinary Least Squares (OLS) method and its properties. Why OLS is considered a best linear unbiased estimator (BLUE)?	10M	3	2
<b>OR</b>				
Q.3(B)	Analyze the Multicollinearity for the given Nifty and P&G price dataset of Question 3B and interpret your results in E-views.	10M	3	4
Q.4(A)	Explain the Concept of Co-integration and Its Importance in Time Series Analysis.	10M	4	2
<b>OR</b>				
Q.4(B)	Analyze an ARIMA method for the given Question 4B dataset and interpret your results in E-views.	10M	4	4
Q.5(A)	Examine the Concept of Volatility and Its Importance in Financial Markets Provide examples of how volatility is used in portfolio management, option Pricing, and risk management.	10M	5	3
<b>OR</b>				
Q.5(B)	Estimate an ARCH(1) model and interpret the parameters. Use dataset Q5B.	10M	5	5
Q.6	<b>CASE STUDY</b>	10M	2	5
	Specify a multiple regression model to predict Blood Pressure based on BMI, Age, and Physical Activity. Assess the model fit using R-squared, Adjusted R-squared, and check the significance of each coefficient of BMI, Age, and Physical Activity affect Blood Pressure. Interpret the significance and magnitude of each coefficient.			
	<b>***END***</b>			

Hall Ticket No: 

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Question Paper Code: 22MBAP502

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024**  
**SOFTWARE PROJECT 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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss about Critical Path Technique and Critical Chain Management technique with suitable examples	10M	1	2
<b>OR</b>				
Q.1(B)	Brief about the terms "People, Product, Project, Process concepts in software project management	10M	1	2
Q.2(A)	i. Define the need for software metrics. ii. Consider a software project using semi-detached mode with 20,000 lines of code. Calculate the effort estimation and duration estimation of a project.	5M 5M	2	2
<b>OR</b>				
Q.2(B)	Explain the need for software measurement and write the principles of software measurement	10M	2	2
Q.3(A)	Discuss the importance of documentation in quality assurance. How does proper documentation contribute to maintaining software quality over time?	10M	3	2
<b>OR</b>				
Q.3(B)	What is the role of quality assurance (QA) in software project management, and how does it differ from quality control (QC)? How do these practices collectively contribute to the overall success of a software project?	10M	3	2
Q.4(A)	Explain how the use of a Risk Breakdown Structure (RBS) helps in systematically identifying risks, and compare it to the Work Breakdown Structure (WBS) in project management.	10M	4	3
<b>OR</b>				
Q.4(B)	Discuss the risk management process.	10M	4	2
Q.5(A)	Compare primavera tool and MSP projects. Write the benefits and drawbacks of Primavera.	10M	5	3
<b>OR</b>				
Q.5(B)	In what ways does Primavera enhance resource management in software projects, and how can it help in optimizing the allocation of resources?	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	3	5

Case Study: Ensuring Software Quality in a Large-Scale E-commerce Platform Development

Background

An e-commerce company, ShopEasy Inc., decided to revamp its online platform to handle increased traffic, improve user experience, and introduce new features such as personalized recommendations, faster checkout processes, and enhanced security. The project involved multiple teams working on different components, including front-end development, back-end integration, database management, and security

features.

The project was critical to the company's growth strategy and had a tight deadline due to an upcoming holiday season, which is a peak period shopping.

**Questions**

- (a) What are the quality -related challenges identified?
- (b) Address the quality assurance strategies to be implemented for the identified challenges.

**\*\*\*END\*\*\***

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024**  
**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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the emerging E-Commerce business models such as customer-to-customer (C2C), peer-to-peer (P2P), and mobile commerce (M-Commerce).	10M	1	3
<b>OR</b>				
Q.1(B)	Compare and contrast E-Commerce with E- Business, highlighting their advantages and disadvantages.	10M	1	4
Q.2(A)	Outline the various applications of E-commerce Infrastructure: The Internet, Web, and Mobile Platform with a suitable example	10M	2	2
<b>OR</b>				
Q.2(B)	Summarize the significance of the firm value chain in the context of E-Commerce	10M	2	3
Q.3(A)	Explain the process that should be followed in building an e-commerce presence.	10M	3	4
<b>OR</b>				
Q.3(B)	List the major trends in supply chain management and collaborative commerce?	10M	3	4
Q.4(A)	Paraphrase the ethical considerations in online retailing, particularly in terms of data privacy and consumer protection.	10M	4	3
<b>OR</b>				
Q.4(B)	Examine the role of online content and the media in shaping public opinion and its ethical implications for E-Commerce platforms.	10M	4	4
Q.5(A)	Paraphrase the critical success factors for e-Markets and how they differ from those in Traditional Markets.	10M	5	4
<b>OR</b>				
Q.5(B)	Explain digital cash and how an online banking system works, write your experiences about online banking?	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	4	5

IKEA, a leading global furniture retailer, is well-known for its functional and affordable home furnishings. Despite its strong market presence, IKEA sought to enhance its brand's image by embracing digital innovation to stand out in a competitive market. To achieve this, IKEA launched a pioneering digital campaign named "IKEA Home Experience," which featured a virtual reality (VR) home tour showcasing their products in a fully interactive 3D environment. The campaign aimed to give consumers an immersive experience of how IKEA products fit into various home settings.

Using VR technology, IKEA created a series of virtual showrooms where users could explore different rooms, see how IKEA furniture and accessories could be arranged, and even visualize customization options.

To further engage their audience, IKEA incorporated gamification elements, allowing users to "design" their dream rooms and share their designs on social media. The campaign was supported by a hashtag, #IKEAHomeExperience, which encouraged users to post their virtual room designs and enter a contest to win IKEA gift cards.

The virtual experience also featured interactive tips and advice from interior design experts, helping users make informed choices about their home decor. The campaign successfully attracted over 100,000 participants and generated substantial buzz in the digital space, with a significant increase in online traffic and engagement on IKEA's social media platforms.

**Questions:**

1. How does IKEA enhance its brand presence in a competitive digital space?
2. Why do online consumers rely on reviews and recommendations when making a purchase? Justify.
3. What advantages can IKEA enjoy if they are successful in online marketing?

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Hall Ticket No: 

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Question Paper Code: 22CSEP301

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024**  
**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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Analyze how evolving technologies are impacting on multimedia systems.	10M	1	4
<b>OR</b>				
Q.1(B)	Explain the Multimedia system architecture in detail?	10M	1	2
Q.2(A)	Explain briefly about binary image compression schemes	10M	2	2
<b>OR</b>				
Q.2(B)	Illustrate TIFF & list out key format information carried across in RTF document	10M	2	2
Q.3(A)	Explain about the Image Scanners and its type?	10M	3	2
<b>OR</b>				
Q.3(B)	Explain in detail about full motion video?	10M	3	2
Q.4(A)	Explain the role and functionality of the real time transport protocol(RTP) in multimedia streaming?	10M	4	2
<b>OR</b>				
Q.4(B)	What are the buffer management strategies used in Video on Demand (VoD) systems?	10M	4	1
Q.5(A)	What is digital watermarking, and why is it used in multimedia security?	10M	5	2
<b>OR</b>				
Q.5(B)	Elaborate Digital Forensics taxonomy	10M	5	2
Q.6	<b>CASE STUDY</b>	10M	3	1

A large university aimed to enhance its learning environment by integrating advanced multimedia input and output technologies. The goal was to create interactive and immersive experiences for students and improve the overall effectiveness of the teaching process.

- a) What were the primary goals of the university in integrating multimedia input and output technologies?
- b) Which multimedia input technologies were used in the university's classrooms?
- c) What role did document cameras play in enhancing the learning process?
- d) What were some of the overall outcomes and impacts of implementing these multimedia technologies?

**\*\*\*END\*\*\***

Hall Ticket No: 

Question Paper Code: 22CSEP302

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

MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024

**DATA ANALYSIS USING R**

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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Describe the basics of R programming concepts.	10M	1	2
<b>OR</b>				
Q.1(B)	Discuss about the variables and its naming rules in R	10M	1	3
Q.2(A)	Illustrate the different types of user-defined functions of R.	10M	2	3
<b>OR</b>				
Q.2(B)	Differentiate and explain library function and user-defined function.	10M	2	3
Q.3(A)	Describe the Integrated Development Environment of R.	10M	3	2
<b>OR</b>				
Q.3(B)	What is a loop? Differentiate the while and do-while loop.	10M	3	2
Q.4(A)	Write a note on code profiling in R.	10M	4	2
<b>OR</b>				
Q.4(B)	Explain about the various simulation functions of R.	10M	4	2
Q.5(A)	Describe the Integrated Development Environment of R.	10M	5	2
<b>OR</b>				
Q.5(B)	Discuss about the various functions of R programming.	10M	5	2
Q.6	<b>CASE STUDY</b> In a computer game, depending on the user input the game should commence in the given choices 1. Play simple Puzzle game. 2. Play medium Puzzle game. 3. Play a hard Puzzle game 4. Play Puzzle game with another partner 5. Play Puzzle game with Computer 6. Watch the game as audience. 7. Quit game. Choose an appropriate control structure and write the R program for the given game.	10M		

\*\*\*END\*\*\*

Hall Ticket No: 

Question Paper Code: 22CSEP302

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

MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September- 2024

**DATA ANALYSIS USING R**

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 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss about any three data structures of R programming with an example.	10M	1	2
<b>OR</b>				
Q.1(B)	Describe the reading and writing of data in R.	10M	1	2
Q.2(A)	Explain the String functions with an example.	10M	2	3
<b>OR</b>				
Q.2(B)	How date and time are used in R? Discuss.	10M	2	2
Q.3(A)	Illustrate the different loop structures of R.	10M	3	3
<b>OR</b>				
Q.3(B)	Differentiate and explain library function and user-defined function.	10M	3	2
Q.4(A)	Discuss the profiling in R.	10M	4	2
<b>OR</b>				
Q.4(B)	What is Code profiling? Explain its implementation in R.	10M	4	2
Q.5(A)	Elaborate on the features of integrated development environment.	10M	5	3
<b>OR</b>				
Q.5(B)	Write a note on the vectors and variables in R.	10M	5	2
Q.6	<b>CASE STUDY</b> In a classroom, the faculty wants to record the details of students such as name, regd. number, Subject name, Marks. Create an appropriate data structure and store the data and do the following. Write an R program to store and access the data of the classroom. Also 1. Display the stored data. 2. Access only the name of the student stored. 3. Display the summarized data of the Class. 4. Add an additional row of data and display. 5. Add a column of data for "Remarks" in the data. 6. Display the dimensions of the data stored. 7. Remove 1 column of data from the stored data.	10M		5
<b>***END***</b>				

Hall Ticket No: 

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Question Paper Code: 22MBAP114

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September-2024  
**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL																						
Q.1(A)	What do you mean by business research? Explain its types by narrating Its importance in organizational effectiveness.	10M	1	2																						
<b>OR</b>																										
Q.1(B)	Analyze the role of business research in managerial decision-making?	10M	1	2																						
Q.2(A)	What are the data collection methods? Distinguish between structured and unstructured interview. Analyze the pros and cons of structured and unstructured interviews.	10M	2	2																						
<b>OR</b>																										
Q.2(B)	Discuss any four major types of research designs that are commonly approached in social sciences with relevant examples.	10M	2	2																						
Q.3(A)	Explain the different types of t- test? How will you analyze t- test for single mean for the given data set using SPSS. The given dataset includes the number of hours worked by accountants in a company in a week. The average number of accountants worked in India for a week is 52 hours.	10M	3	3																						
<b>OR</b>																										
Q.3(B)	<table border="1" style="display: inline-table; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 5%;">S-I</td> <td>74.1</td> <td>77.7</td> <td>74</td> <td>74.4</td> <td>73.8</td> <td>79.3</td> <td>75.8</td> <td>82.8</td> <td>72.2</td> <td>75.2</td> </tr> <tr> <td>S-II</td> <td>70.8</td> <td>74.9</td> <td>74.2</td> <td>70.4</td> <td>69.2</td> <td>72.2</td> <td>76.8</td> <td>72.4</td> <td>77.4</td> <td>78.1</td> </tr> </table>	S-I	74.1	77.7	74	74.4	73.8	79.3	75.8	82.8	72.2	75.2	S-II	70.8	74.9	74.2	70.4	69.2	72.2	76.8	72.4	77.4	78.1	10M	3	4
S-I	74.1	77.7	74	74.4	73.8	79.3	75.8	82.8	72.2	75.2																
S-II	70.8	74.9	74.2	70.4	69.2	72.2	76.8	72.4	77.4	78.1																
Test the hypothesis that the means of the population-1 and population-II could equal.																										
Q.4(A)	What are the types of regression analysis? Use Multiple linear regression analysis to analyze the given data and interpret the result specifying independent and dependent variables?	10M	4	2																						
<b>OR</b>																										
Q.4(B)	What is factor analysis? Perform the factor analysis for the given dataset.	10M	4	2																						
Q.5(A)	What is Plagiarism? Explain with its types along with its ethical approaches.	10M	5	2																						
<b>OR</b>																										
Q.5(B)	Explain the types of research reports. For academic purposes what type of report would be the right choice?	10M	5	3																						
Q.6	<b>CASE STUDY</b>	10M	5	5																						
Sara, a successful real estate saleslady, was interested in developing a way to predict whether the first meeting with a potential home buyer would ultimately result in a sale (Purchase). Assume that, she consulted you, who happened to be a statistics student. Based on the inputs provided by her, assume that you prepared the dataset based on the responses given to you.																										

**Questions:**

1. Frame the Research question and null hypothesis for the above case.
2. Develop an equation based on the independent variables measured at nominal, and scale level while the dependent variable was discrete (nominal).

**\*\*\*END\*\*\***

Hall Ticket No: 

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Question Paper Code: 22MBAP114

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

**MBA I Year II Semester (R22) Regular & Supplementary End Semester Examinations, September-2024**  
**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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Define probability sampling. Explain (i) Systematic Random Sampling (ii) Cluster sampling with examples	10M	1	2
<b>OR</b>				
Q.1(B)	Describe the term "Research". Explain about what information needed for doing business research.	10M	1	2
Q.2(A)	Explain sampling and non-sampling errors in data collection.	10M	2	2
<b>OR</b>				
Q.2(B)	Explain descriptive research design along with its advantages and disadvantages.	10M	2	2
Q.3(A)	Differentiate One-way and two-way ANOVA. Perform two-way ANOVA for the given data and Interpret the result?	10M	3	3
<b>OR</b>				
Q.3(B)	What are the types of Chi-square test? Explain why the Chi-square test comes under a non-parametric test.	10M	3	2
Q.4(A)	What is factor analysis? Perform the factor analysis for the given dataset.	10M	4	3
<b>OR</b>				
Q.4(B)	Explain the fitting procedure for simple linear regression and fit and test the hypothesis for the given data set using SPSS. The range of social support is from 8 to 40 and for well-being is from 10 to 70. Does social support predict psychological well being in college students?	10M	4	3
Q.5(A)	Explain the characteristics of a good report writing in research.	10M	5	2
<b>OR</b>				
Q.5(B)	Suggest some important characteristics that the presenter should possess for a successful oral presentation. What will you do if your finding is against the sponsor of the study?	10M	5	3
Q.6	<b>CASE STUDY</b>	10M	1	5
	<p>A production manager is concerned about the low output level of his employees. The articles he has read on job performance frequently mentioned that the following four variables are important to job satisfaction.</p> <ol style="list-style-type: none"> <li>1. Skills required for the job</li> <li>2. Rewards</li> <li>3. Motivation</li> <li>4. Job satisfaction</li> </ol> <p>Further it was also indicated that if rewards were attractive to recipients did motivation, satisfaction and job performance increase otherwise it does not.</p>			

**Questions:**

1. Define the problem in the current case.
2. Develop a hypothesis.
3. Distinguish between null and alternative hypothesis

**\*\*\*END\*\*\***