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

MBA I Year II Semester (R14) Regular& Supplementary End Semester Examinations –May/June 2016
(Regulations: R14)

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

Q.1(A)   What do you mean by finance function? Explain the important finance functions   10M
generally looked after by a finance manager.

Q.1(B)   "The profit maximisation is not an operationally feasible criterion". Do you agree?   10M
Illustrate your views.

Q.2(A)   A firm has two investment opportunities, each costing Rs.1,00,000 and each having   10M
an expected profit as shown below:

Project/Year	1	2	3	4
Project-A	50,000	40,000	30,000	10,000
Project-B	20,000	40,000	50,000	60,000

After giving due consideration to the risk criterion in each project, the
management has decided that project-A should be evaluated at a 10% cost of
capital and project B, a risky project with a 15% cost of capital. Compute the NPV
and suggest the course of action of management if:
- i)   Both the projects are independent.
- ii)   Both are mutually exclusive.

Q.2(B)   Discuss the different approaches to the calculation of cost of equity capital.   10M

Q.3(A)   ABC Ltd has an annual net operating income of Rs.50,000. It has Rs.2,00,000 of 10%   10M
debt. The equity capitalization rate (k_e) of the company is 12.5%. Find out the value
of the firm, according to NI Approach. Show that the overall cost of capital as well
as the total value of the firm would change with change in the capital structure.

Q.3(B)   Explain the factors affecting the dividend decision of a firm.   10M

Q.4(A)   Discuss the factors influencing the working capital needs of a firm.   10M

Q.4(B)   Anand enterprises manufacture a special product 'ZED'. The following particulars   10M
were collected for the year:
- i)   Monthly demand of ZED – 1,000 units.
- ii)   Cost of placing an order Rs.100.
- iii)   Annual carrying cost per unit 6½ per cent.

iv) Purchase price of input unit Rs.200.

v) Minimum usage 25 units per week.

vi) Maximum usage 75 units per week.

vii) Re-order period 4 to 6 weeks.

viii) Lead time for Emergency Purchase = 3 weeks.

You are required to calculate the following.

     a. Re-ordering quantity,

     b. Re-ordering level,

     c. Minimum level,

     d. Maximum level,

     e. Average stock level,

     f. Danger level.

| Q.5(A) | What is a merger? Is it the same as amalgamation? Explain the real benefits of mergers and acquisitions. | 10M |

| Q.5(B) | Explain the process for valuing the purchase consideration. Discuss how the gains from acquisition are shared by the acquiring firm and the target firm? | 10M |

| Q.6 | **Case Study** | 10M |

A proforma cost sheet of a company provides the following particulars.

Elements of Cost	Per unit (in Rs)
Raw material	80
Direct Labour	30
Overhead	60
Total Cost	170
Profit	30
Sales	200

Other information:

i) Raw materials are in stock for one month.

ii) Credit allowed by suppliers is one month.

iii) Credit allowed to customers is two months.

iv) Lag in payment of wages 1.5 weeks.

v) Lag in payment of overheads one month.

vi) Materials are in process for an average of one month.

vii)   Finished goods are in stock of half month.

viii) $\frac{1}{4}^{th}$ of output is sold against cash.

ix) Cash in hand and at bank is expected to be Rs.25,000.

You are requested to prepare a statement showing the working capital needed to finance a level of activity of 1,04,000 units of product. You may assume that production is carried on evenly throughout the year. Wages and overheads accrue similarly and a period of 4 weeks is equivalent to a month.

END

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

Q.1(A)	Define MIS? Explain The importance of MIS in the modern organizational functioning?	10M
	OR	
Q.1(B)	What are the major capabilities of Data Base Management System?	10M
Q.2(A)	Explain the different steps in the system development life cycle?	10M
	OR	
Q.2(B)	What are the major pitfalls in MIS development environment?	10M
Q.3(A)	What is Group Decision Support System? Explain the Features of Group Decision Support System?	10M
	OR	
Q.3(B)	Define Security? Explain the different types of system security techniques?	10M
Q.4(A)	Explain software metrics in MIS?	10M
	OR	
Q.4(B)	Write about Software Quality Assurance Methodology?	10M
Q.5(A)	Why ethical, Social, and Political issues are raised by Information systems?	10M
	OR	
Q.5(B)	What are the ethics in an Information Society?	10M
Q.6	**Case Study**	10M

Marketing MIS Gives Entertainment UK the Upper Hand

When residents of the United Kingdom purchase music and video CDs and DVDs, there is a one in four chance that the product they purchased was supplied by Entertainment UK. Entertainment UK links the recording Industry and the public through their two divisions:

1. Entertainment UK – Wholesale supplier to retailers like Tesco, Woolworth's and Safeway
2. Entertainment UK Direct – Retail Supplier to the public through the internet, kiosks, catalogues, digital TV, or special in-store orders

Entertainment UK invests substantially in technology, reflecting a firm commitment to growth through quality and efficiency. Since the Entertainment business is governed by frequently changing trends and overnight shifts in popular opinion ,

companies that are most in tune with popular opinion will earn a significant market share of the industry. Entertainment UK has recognized this fact and employed micro strategy business intelligence software tools to help keep its finger on the pulse of the market.

Entertainment UK uses micro strategy software to enhance several areas of its business including:

- Managing each category – CD, DVD, VHS
- Understanding the business of each retailer
- Offering the most suitable products and promotions
- Monitoring the effects of marketing and promotional campaigns on the performance of each product and individual retail outlet.

Entertainment UK collects transaction data from all of its customers and retailers and combines it into one powerful information system. The micro strategy software allows Entertainment UK marketing specialists to query the transaction data using web based tool, to see which items are selling, which promotions are working and what price is optimal for each product. It provides a library of over 150 analytical functions that provide insight into problem area and opportunities. Marketing specialists can use the software to create visually pleasing presentations and reports to assist their retailer in choosing the products best suited for their client base.

Entertainment UK combines its sophisticated marketing MIS with a supply chain management system and an automated distribution system to provide its customers with every benefit technology has to offer.

Ian McKee, Information systems manager at Entertainment UK states "Entertainment UK provides just in time stock control on a sale or return basis, so it is critical that we have accurate market information to make good decisions quickly. Our role as a distributor is to be the hub of supply chain, sharing this market knowledge with our suppliers and customers to maximizes sales by ensuring the right products are on the right shelves at the right time".

Questions:

1. How can a marketing MIS be used to support the four bulleted services listed in the article? Specifically what data can be queried to yield helpful statistics?

2. A Just in time approach is difficult to manage for items whose consumption rate is not easily predictable. In the Entertainment industry where the market fluctuates daily. How can suppliers like Entertainment UK predict the market to know what to deliver just in time?

*** END***

Hall Ticket No: ☐☐☐☐☐☐☐☐☐☐   Question Paper Code: 14MBA12T09

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA I Year II Semester (R14) Regular& Supplementary End Semester Examinations –May/June 2016
(Regulations: R14)
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 B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	Explain the concepts of marketing.	10M
	OR	
Q.1(B)	Explain the Indian Marketing Environment.	10M
Q.2(A)	What is the product life cycle? List the various the stages of PLC and describe the characteristics each stage with illustration.	10M
	OR	
Q.2(B)	Describe New product development process.	10M
Q.3(A)	Define price. What are the Objectives of pricing?	10M
	OR	
Q.3(B)	Critically evaluate the methods of pricing.	10M
Q.4(A)	Brief channel management decisions.	10M
	OR	
Q.4(B)	What is retailing? Explain the trends in Indian retailing.	10M
Q.5(A)	What is Role of Marketing Communication in selling products?	10M
	OR	
Q.5(B)	Explain India's Rural Marketing environment.	10M
Q.6	**Case Study**	10M

Marketing and Distribution of Mushroom

Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, the y will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20 kgs every day. Now mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food. **Questions**

    i.   How will you advise Sachin and Virag, as how to increase the consumer awareness about this new food?

   ii.   What would be your suggestions for distribution channel for mushrooms?

*** END***

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(Regulations: R14)

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

Q.1(I)   Define POM? Give its scope, objectives and its historical development?   10M

OR

i.   Define BEP with graphical representation and what its importance in managerial   10M
       decision making.

Q.1(II)   ii.   A firm has a fixed cost of ₹ 50000; selling Price per unit is ₹ 20 and variable cost
                   per unit is ₹ 10 you are required to calculate BEP in terms of volume and value
                   and to earn ₹ 100000 as Desired Profit the required sales would be.

Q.2(A)   Define the term Plant layout. Explain about product layout.   10M

OR

Q.2(B)   Define the term Aggregate Planning. Discuss various aggregate planning methods   10M
           advantages and disadvantages.

Q.3(A)   What is Scheduling? Explain its types and importance in POM.   10M

OR

Q.3(B)   Draw a network for a house construction project. The sequence of activities with their   10M
           predecessors are given in below Table

Name of the Activity	Starting and Finishing Event	Description of the Activity	Predecessor	Time Duration (Days)
A	(1,2)	Prepare the House Plan	.-	4
B	(2,3)	Construct the House	A	58
C	(3,4)	Fix the door / Windows	B	2
D	(3,5)	Wiring the House	B	2
E	(4,6)	Paint the House	C	1
F	(5,6)	Polish the Doors / Window	D	1

Q.4(A)   Define the term work study and state its objectives.   10M

OR

Q.4(B)   Describe the method of processing 'n' jobs through One and Two Machines.   10M

Q.5(A)   Define the following with respect to measure or control quality - Acceptance Sampling,   10M
ISO-9000.

OR

Q.5(B)   What is the significance of control charts with reference to quality control? Explain with   10M
any suitable example related to c-chart

Q.6(A)   **Case Study**   10M

The manufacturing of a component two alternative methods A and B are available. Find
out which of these should be chosen for long range and economic production.

DETAILS	MACHINE A	MACHINE B
Components/Set up (Pieces)	5000	4000
Set-up Cost (₹)	500	1500
Production rate/hr. (Pieces)	6	10
Operating cost/hr. (₹)	20	30

END

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

Q.1(A)	Define HRM. Explain the various functions of HR Department.	10M
	OR	
Q.1(B)	Explain growth and development of HR Management.	10M
Q.2(A)	Explain the concept of Job Description and Job Specification. Prepare Job Description and Job Specification for a job of your choice.	10M
	OR	
Q.2(B)	Define recruitment? Evaluate various sources of recruitment.	10M
Q.3(A)	What is Training? Differentiate between Training and Development.	10M
	OR	
Q.3(B)	Design a training program for newly recruited sales representatives in Pharmaceutical industry.	10M
Q.4(A)	What is employee remuneration? Explain factors influencing employee remuneration.	10M
	OR	
Q.4(B)	What is Job Evaluation? Explain any two methods of Job Evaluation.	10M
Q.5(A)	Explain the concept of HR Scorecard.	10M
	OR	
Q.5(B)	What is HRIS? Write importance of HRIS in the present competitive business environment.	10M
Q.6	**Case Study**	10M

Performance evaluation is the critical job of a HR Manager. All the techniques of Performance evaluation are very subjective by nature. In any other discipline, a tool with such a poor track record would almost certainly have been thrown out or radically changed, but we appear unable or unwilling to formulate alternatives that leave employees feeling motivated to raise their performance and engagement to levels organizations require to remain successful in today's hyper-competitive, fast-changing business environment. The present case critically evaluates forced distribution method of Performance evaluation. In our experience, the way many organizations tie their appraisal discussions to annual pay increases is counterproductive and opens the door to allegations of unfairness and lack of transparency. This is especially true where an organization applies a 'forced distribution' method to adjust performance ratings so that only a pre-determined percentage of employees fall into each rating category.

Answer the following questions
  i)   Explain the concept of forced distribution method of Performance evaluation?
  ii) What is subjectivity in the forced distribution method?
  iii) Suggest ways to enhance objectivity in forced distribution method or suggest a technique that replaces the above technique completely.

*** END***

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(Regulations: R14)

BUSINESS RESEARCH METHODS

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

Q.1(A)   From the given data set, discuss Elements, Variables, and Observations   10M

Company	Exchange	Ticker	Business Week Rank	Share Price ($)	Earnings per Share ($)
Abbott Laboratories	N	ABT	90	46	2.02
Altria Group	N	MO	148	66	4.57
Apollo Group	NQ	APOL	174	74	0.90
Bank of New York	N	BK	305	30	1.85
Bristol-Myers Squibb	N	BMY	346	26	1.21
Cincinnati Financial	NQ	CINF	161	45	2.73
Comcast	NQ	CMCSA	296	32	0.43
Deere	N	DE	36	71	5.77
eBay	NQ	EBAY	19	43	0.57
Federated Dept. Stores	N	FD	353	56	3.86
Hasbro	N	HAS	375	21	0.96
IBM	N	IBM	216	93	4.94
International Paper	N	IP	370	37	0.98
Knight-Ridder	N	KRI	397	66	4.13
Manor Care	N	HCR	285	34	1.90
Medtronic	N	MDT	53	52	1.79
National Semiconductor	N	NSM	155	20	1.03
Novellus Systems	NQ	NVLS	386	30	1.06
Pitney Bowes	N	PBI	339	46	2.05
Pulte Homes	N	PHM	12	78	7.67
SBC Communications	N	SBC	371	24	1.52
St. Paul Travelers	N	STA	264	38	1.53
Teradyne	N	TER	412	15	0.84
UnitedHealth Group	N	UNH	5	91	3.94
Wells Fargo	N	WFC	159	59	4.09

OR

Q.1(B)   Explain building blocks of science with suitable example   10M

Q.2(A)   Explain how groupware, neural networks, and ERPs will help business researchers   10M

OR

Q.2(B)   Brief the importance of statistical data bases and financial databases for a   10M
management decision making

Q.3(A)   Draw the research process flow diagram for basic and applied research   10M

OR

Q.3(B)   Explain different types of validity of a data   10M

Q.4(A)	Explain focus group technique in detail	10M
	OR	
Q.4(B)	Discuss 2 different types of projective methods to motive customer satisfaction research towards Dairy Milk Chacholate	10M
Q.5(A)	Define data transfermation. Explain data transfermation with an example on 5 point likert scale.	10M
	OR	
Q.5(B)	Discuss Data Analysis Process.	10M
Q.6	**Case Study**	10M

Recently, Renault launched 'KWID' in a small car segment. Assume that the sales for KWID are not at expected level. Write a research proposal to Renault management with basic proposal contents.

*** END***

Hall Ticket No:

Question Paper Code: 14MBA12P05

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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STATISTICAL METHODS FOR MANAGERS WITH 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 B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	Write a brief note on the procedure to compute bar charts using SPSS.	10M
	OR	
Q.1(B)	Write a brief note on the procedure to compute pie-chart using SPSS.	10M
Q.2(A)	Write a brief note on the procedure to compute co-efficient of Determination using SPSS.	10M
	OR	
Q.2(B)	Write a brief note on the procedure to compute co-efficient of correlation using SPSS.	10M
Q.3(A)	Explain the procedure to compute one-sample test proportion.	10M
	OR	
Q.3(B)	Write a brief note on the computation on two sample test for difference of proportions using SPSS.	10M
Q.4(A)	Write a brief note on the computation of t-test for difference of means using SPSS.	10M
	OR	
Q.4(B)	Write a brief note on the procedure to compute t-test for single mean using SPSS.	10M
Q.5(A)	Write a brief note on the procedure to compute one way ANOVA using SPSS.	10M
	OR	
Q.5(B)	Write a brief note on the procedure to compute two-way ANOVA using SPSS.	10M
Q.6	**Case Study**	10M
	Describe the hypothesis testing procedure for correlation between two variables such as opinion at present market and period of investing.	

*** END***

SET-2

Hall Ticket No: ☐☐☐☐☐☐☐☐☐☐ Question Paper Code: 14MBA12P05

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STATISTICAL METHODS FOR MANAGERS WITH 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 B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	Write a brief note on the procedure to compute Histograms using SPSS.	10M
	OR	
Q.1(B)	Write a brief note on the procedure to compute frequencies using SPSS.	10M
Q.2(A)	Write a brief note on the procedure to compute multiple Linear Regression using SPSS.	10M
	OR	
Q.2(B)	Write a brief note on the procedure to compute Simple Linear Regression using SPSS.	10M
Q.3(A)	Explain the procedure to compute Z- test for single mean using SPSS.	10M
	OR	
Q.3(B)	Explain the procedure to compute Z- test for difference of means.	10M
Q.4(A)	Write a brief note on the computation of Chi-Square test for goodness of fit using SPSS.	10M
	OR	
Q.4(B)	Write a brief note on the procedure to compute chi-square test for independence of attributes using SPSS.	10M
Q.5(A)	Write a brief note on the procedure to compute One-way ANOVA using SPSS.	10M
	OR	
Q.5(B)	Explain the procedure to compute F-test for equality of two population variances.	10M
Q.6	**Case Study**	10M
	Describe the hypothesis testing procedure for showing that there is no impact of worker experience on accident occurring at department or work place.	

*** END***