MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R14) Supplementary End Semester Examinations –Nov 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 is meant by 'profit maximisation objective' and 'wealth maximisation   10M
objective'? In what way is the wealth maximisation objective superior to the profit
maximisation objective? Explain.

OR

Q.1(B)   What do you mean by the agency problem? How does wealth maximisation goal take   10M
care of this conflict?

Q.2(A)   Consider the Projects A and B which yields the following cash flows over their five   10M
year lives. The cost of capital for both projects is 10%.

Year	Cash flows	
	Project - A	Project – B
0	1,00,000	1,00,000
1	50,000	10,000
2	40,000	20,000
3	20,000	20,000
4	20,000	40,000
5	10,000	70,000

  i)   Construct the NPV profiles for projects A and B.
  ii) What is the IRR of each project?

OR

Q.2(B)   State the significance of weighted average cost of capital. How do you compute it?   10M

Q.3(A)   The operating income of a firm is Rs.50,000, its cost of debt, 10 per cent and   10M
outstanding debt is, Rs.2,00,000. If the overall capitalization rate is 12.5%, what
would be the total value of the firm and equity capitalization rate? Show that the
overall cost of capital as well as the total value of the firm would be independent
with change in the capital structure.

OR

Q.3(B) The following information is available in respect of the rate of return on investment 10M
(r), the equity capitalization rate (k_e) and earnings per share of Moon Ltd.,

Equity capitalization rate (ke) = 10 per cent

Earnings per share (E) = Rs.10

Assumed rate of return on investment (r) = (a) 15 per cent, (b) 10 per cent, (c) 8 per cent. Determine the value per share assuming the following retention ratios (R/E).

Situation	Retention Ratio (b) = R/E (%)	Payout Ratio (D/E)
I	0	100
II	10	90
III	30	70
IV	50	50
V	60	40

Q.4(A) You are required to prepare for the Board of Directors of Sujan Ltd., a statement 10M
showing the working capital needed to finance a level of activity of 5,200 units of output. You are given the following information.

Elements of Cost	Amount Per Unit (Rs.)
Raw Material	8.00
Direct Labour	2.00
Overheads	6.00
Total cost	16.00
Profit	4.00
Selling Price	20.00

It is estimated that (a) Raw materials are in stock is, on an average, 1 month, (b) Materials are in process, on an average, half a month. (c) Finished goods are in stock, on an average, 6 weeks. (d) Credit allowed by creditors is one month. (e) Credit allowed to debtors is two months. (f) Lag in payment of wages is 1½ weeks. Assume 52 weeks in a year and 4 weeks in a month. Cash in hand and at banks is expected to be Rs.7,300. You are informed that production is carried on evenly during the year and wages and overheads accrue evenly.

OR

Q.4(B) What do you mean by Economic Order Quantity? How do you determine it? Explain 10M
the purpose and nature of ABC Analysis.

Q.5(A) Explain the differences between takeover and acquisition. Explain the financial 10M
benefits of mergers and acquisitions.

OR

Q.5(B) Describe the significance of corporate governance in the perspective of globalized 10M
business environment.

AB Ltd. estimates the cost of equity and debt components of its capital for different levels of debt – equity mix as follows:

Debt as % of total capital	Cost of equity (%)	Cost of debt (before tax) (%)
0%	16%	12%
20%	16%	12%
40%	20%	16%
60%	25%	20%

Suggest best debt-equity mix for the company. Tax rate applicable to the company is 50%. Show workings.

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. What are the characteristics of MIS?	10M
	OR	
Q.1(B)	What is DBMS? And explain the Database Approach to Data Management?	10M
Q.2(A)	Describe briefly the various phases of system development life cycle.	10M
	OR	
Q.2(B)	Explain System engineering methodology for MIS problem solving?	10M
Q.3(A)	Explain MIS Office automation?	10M
	OR	
Q.3(B)	Define DSS? What are the features of DSS?	10M
Q.4(A)	What is Verification and Validation? Explain.	10M
	OR	
Q.4(B)	Explain the metrics in Software Development.	10M
Q.5(A)	What are the ethics in an Information Society?	10M
	OR	
Q.5(B)	Why ethical, Social, and Political issues are raised by Information systems?	10M
Q.6	**Case Study**	Q

Crystal Flash Opts for Application Service Provider

Crystal Flash is a supplier of energy-related products and services for the state of Michigan. It employes 600 workers and is owned by Heritage, one of the largest oil producers in the united states. Crystal Flash retail food and fuel stores, with their bright yellow canopies, are highly visible and instantly recognizable in western Michigan. Ita fleet of 100 trucks delivers propane and heating oil to thousands of homes in rural areas plus gasoline and diesel fuel to trucking companies, construction firms and farms.

In 2000 Crystal Flash decided to revamp its outdated sales practices that led to customer being called on by more than salesperson, creating heavy administrative work loads. A committee consisting of representatives from sales, marketing and information system was formed to determine how to establish a more uniform and efficient set of sales processes. The group focused on implementing a sales

management software application. After six months of work, they decided that a custom sales management application would be too expensive due to the required consulting, hardware ongoing maintenance and licensing fees. They spent the next six months reviewing and evaluating existing sales management software packages. The solution they they chose was sales net sales force automation, a software application that runs on server hardware owned and operated by salesnet inc., a sales software application service provider.

The salesnet process builder software module enables sales organizations to define and build their own sales processes. Crystal Flash was able to define a set of standard sales processes that will reinforce effective selling and closing behaviours among all its sales reps. No longer are Crystal Flash sales reps spending time completing unnecessary paper work. They are able to use the software calander, scheduling and contact management features to support greater framework. In addition use of the software eanbles Crystal Flash managers to access real time information about sales team activities and to obtain sales reports, forecasts and customer information.

Sales reps can access the internet based application through desktop PCs by dailing up through notebook computers or on smaller devices. Because salesnet is a hosted application, there is no upfront capital investment in software, hardware, IT resources, or ongoining maintenance fees. As a result, Crystal Flash saved up to $ 100,000 over their solutions. The standard version of the salesnet costs $ 59 per user per month.

Questions:

i) In addition to economic factors, why would a small company such as Crystal Flash find the use of an application service provider especially attractive?

ii) What are the biggest benefits of this system for Crystal Flash?

*** END***

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MBA I Year II Semester (R14) Supplementary End Semester Examinations –Nov 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)	Define need, Wants, Demands with example. Explain briefly exchange, transactions.	10M
	OR	
Q.1(B)	Describe segmentation and targeting as the basis for strategy formulation.	10M
Q.2(A)	Define product life cycle ?explain the strategies used in each stage of PLC	10M
	OR	
Q.2(B)	Writ a short notes on i)Product-line decisions, ii)Brand decisions.	10M
Q.3(A)	Discuss in detail various pricing strategies	10M
	OR	
Q.3(B)	Explain briefly the procedure for setting the price for a product	10M
Q.4(A)	Who are retailers? explain the types of retailers and functions of retailers	10M
	OR	
Q.4(B)	Describe the growth and trends in wholesaling in India	10M
Q.5(A)	Define communication. Explain the importance Marketing Communication Mix in business	10M
	OR	
Q.5(B)	What is advertising? Explain types of advertising.	10M
Q.6	**Case Study** A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay .but the tooth paste market is highly crowed with multiple brands. As marketing executive prepare a market research strategy so that the company's new brand could be established in the market.	10M

*** END***

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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(A)   Explain the need for and functions of POM.   10M

OR

Q.1(B)   Discuss the role of product design in operations management.   10M

Q.2(A)   What is meant by plant location? Discuss the various factors which determine plant   10M
location.

OR

Q.2(B)   What is meant by plant layout? Discuss the various factors which influence a plant   10M
layout.

Q.3(A)   Describe the various elements of an operations planning and scheduling system?   10M
Distinguish forward and backward scheduling.

OR

Q.3(B)   From the below table you are required to   10M
i) Draw the activity network of the project. ii) Find the total float and free float for
each activity

Activity	Preceding Activity	Normal Time (Days)
1-2	.-	20
1-3	.-	25
2-3	1-2	10
2-4	1-2	12
3-4b	1-3,2-3	5
4-5	2-4, 3-4	10

Q.4(A)   Five jobs are to be assigned to five men. The cost (in ₹) of performing the jobs by   10M
each man is given in the matrix. The assignment has restrictions that Job 4 cannot
be performed by Man 1 and Job 3 cannot be performed by Man 4 Find the optimal
assignment of job and its cost involved.

Men	1	2	3	4	5
1	16	12	11	X	15
2	13	15	11	16	18
3	20	21	18	19	17
4	16	13	X	16	12
5	20	19	18	17	19

OR

Q.4(B)	Define work study? Explain the different basic procedures of method study	10M

Q.5(A)	Explain briefly A. Material Requirement Planning(MRP) and B. Just In Time Production System (JIT)	10M

OR

Q.5(B)	Discuss the steps in construction of p-chart and c-chart.	10M

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

Fixed Cost (₹)– 20000

Selling Price (₹) - 20/unit

Variable Cost (₹) - 10/Unit

If the order sizes of the firm are 1500. 2000, 3500 units

You are a Production Manager what is the decision criteria you are going to apply for process the above orders, define.

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 various functions performed by a HR Manager.	10M
	OR	
Q.1(B)	HR Department evolved as Strategic Business Partner- give your view.	10M
Q.2(A)	What is Job Analysis? Explain any one technique of Job Analysis.	10M
	OR	
Q.2(B)	Write shot notes on i) Layoff ii) Retrenchment	10M
Q.3(A)	Define Training. Evaluate On the job and off the job training methods.	10M
	OR	
Q.3(B)	What is career management? Explain the need for career management by an organization.	10M
Q.4(A)	What is Job Evaluation? Explain various methods of Job Evaluation.	10M
	OR	
Q.4(B)	Explain the concept of compensation management? Identify the factors influencing compensation.	10M
Q.5(A)	What is work-life balance? Explain the trends in work-life balance.	10M
	OR	
Q.5(B)	Talent Management is the very critical function of HR Manager- evaluate.	10M
Q.6	**Case Study**	10M

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Hiring through social media
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Recruitment practices in India have undergone radical changes that would be increased focus on a nice candidate experience during recruitment process and enhanced employer branding to attract and retain talent. The social media is gaining lot of importance in hiring personnel at all levels. With 243.2 million internet users and 106 million active social media users among a total population of over 1200 million, the social media wave is yet to get into the heart of India. Talking of using social media for recruitment, this penetration has been equally low, especially when compared to the global markets (where more that 90% recruiters consider using social media as one of their major tools). However, given its numerous benefits and ease of usage, there would definitely be increased bent towards using social media channels in near future. It is observed that the number of recruiters accepting social media as recruitment and sourcing channel will certainly give new vigor to recruitment through social media. These practices may replace traditional recruitment system completely.

   i)   Critically evaluate the changes taking place in recruitment practices in India.
   ii) Recruitment through social media lay down new game rules for both employees and employers. Hence evaluate the context through both employee and employer standpoint and suggest employee and employer on what skill set they require to stay advanced in the job market?

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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)	Explain scientific method and hypothesis to analyse an empirical evidence	10M
	OR	
Q.1(B)	Explain any five hallmarks of scientific research	10M
Q.2(A)	Discuss the role of data warehousing and data mining in business research	10M
	OR	
Q.2(B)	Expalin the importance of data storage and its surveillance for a business research	10M
Q.3(A)	Discuss causal research	10M
	OR	
Q.3(B)	Draw a flowchart of research process	10M
Q.4(A)	Write the advantages and disadvantages of personal & telephonic interviews and personally administered & electronic questionnaires	10M
	OR	
Q.4(B)	What are relevance and accuracy? Explain questionnaire relevance and questionnair accuracy.	10M
Q.5(A)	Define hypothesis. Explain type I error and type II error in a hypothesis testing	10M
	OR	
Q.5(B)	What is reliability? Discuss two tests of stability of measures.	10M
Q.6	**Case Study**	10M

Pearson Correlation

What is the correlation between number of Phd, None-Pbd, and Pari-Time Faculty and chair compensation?

Faculty Phd	Faculty No Phd	Faculty Part-time	Salary Compare	
3	3	1	2	
4	2	0	2	
3	1	1	2	
6	2	1	2	
7	16	1	2	
11	1	2	1	
1	5	2	2	
11	1	3	2	
2	12	14	1	
3	2	1	3	
3	5	2	2	
15	4	9	1	
13	2	12	1	
6	5	8	2	
12	3	1	2	
10	5	2	2	
14	2	5	2	
6	2	2	2	

	Pbd	No Pbd	Part-time
Phd	1		
No Phd	0.03170196	1	
Part-time	0.386862738	0.106430919	1
Compare	-0.302635056	0.071494112	-0.049511688

df=N-2   121

Steps:
1. From the Tools Menu, select Data Analysis, Correlatio
2. In the Correlation dialog box.
    Enter the Input Range as A7:D130
    Click Grouped by columns
    Check Labels in first row
    Enter the Output Range as F7
    Click OK
3. Write a formula to calculate the degrees of freedom fc
    In cell F13 enter =count(A8:A130)-2

Use Pearson correlation for above table for both null and alternative hypothesis and interpret the given results in the table.

*** END***

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MBA I Year II Semester (R14) Supplementary End Semester Examinations – December 2016
STATISTICAL METHODS FOR MANAGERS

Time: 3Hrs   Max Marks: 60

> Attempt all the questions. All parts of the question must be answered in one place only.
> **In Q.no 1 to 5 answer either Part-A or B only. Q.no 6 which is a case study is compulsory.**

Q.1(A)	How you can draw Histogram using SPSS?	10M
	OR	
Q.1(B)	Describe the procedure to draw bar diagrams using SPSS?	10M
Q.2(A)	What is the procedure to Compute Simple Linear Regression using SPSS?	10M
	OR	
Q.2(B)	How to Compute Correlation Coefficient & Coefficient of Determination for Bivariate Distribution using SPSS ?	10M
Q.3(A)	Describe the procedure to find out Z-test for a Difference of Means using SPSS.	10M
	OR	
Q.3(B)	Clearly draw the procedure to find out the One Sample Test for Proportion Using SPSS.	10M
Q.4(A)	What is the procedure to find out the Chi-Square Test for Goodness of Fit using SPSS?	10M
	OR	
Q.4(B)	How to find out the Paired t-Test using SPSS?	10M
Q.5(A)	Explain the procedure to compute F-Test for Equality of two Population Variances.	10M
	OR	
Q.5(B)	Write a brief note on the procedure to compute One-way ANOVA using SPSS.	10M

Q.6	**Case Study**	10M
	Describe the hypothesis testing procedure for independence of attributes such as basis for Decision making and Gender using Chi-square.	

*** END***