

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

MBA II Year I Semester (R14) Regular End Semester Examinations –November 2016
(Regulations: R14)

OPERATIONS RESEARCH

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) Discuss the Scope and Features of Operations Research. 10M

OR

Q.1(B) Use two phase simplex method to solve the following LP problem; 10M
 Min. $Z = x_1 + x_2$
 Subject to:
 $2x_1 + x_2 \geq 4,$
 $x_1 + 7x_2 \geq 7,$
 $x_1, x_2 \geq 0.$

Q.2(A) Solve the following transportation problem by using VAM Method. 10M

	A	B	C	Available
I	50	30	220	1
II	90	45	170	3
III	250	200	50	4
Required	4	2	2	

OR

Q.2(B) Solve the following Assignment problem; 10M

	Men			
	1	2	3	4
I	12	30	21	15
II	18	33	9	31
Work III	44	25	24	21
IV	23	30	28	14

Q.3(A) There are five jobs each of which must go through the two machines A&B in the order AB. Processing times are given in the table below: 10M

	Processing time (hours)				
Job	1	2	3	4	5
Time for A	5	1	9	3	10
Time for B	2	6	7	8	4

Determine a sequence for five jobs that will minimize the elapsed time T. Calculate the total idle time for the machines in this period.

OR

Q.3(B) Solve the following game using Dominance property:

10M

		Player B			
		1	7	3	4
Player A	5	6	4	5	
	7	2	0	3	

Q.4(A) A machine costs Rs.15000. The running cost for the different years are as given below.

10M

Year	1	2	3	4	5	6	7
Running cost	2500	3000	4000	5000	6500	8000	10000

Find the optimum replacement period if the capital worth is 10 percent per annum and no salvage value.

OR

Q.4(B) What is simulation technique? Explain Monte-Carlo simulation.

10M

Q.5(A) The following table gives the activities and duration for the construction of project:

10M

Activity	1-2	1-3	2-3	2-4	3-4	4-5
Duration(days)	20	25	10	12	6	10

Draw the network for the project. Find the critical path and project duration.

OR

Q.5(B) What is Queuing and Explain Queuing system?

10M

Q.6

Case Study

10M

A dentist who schedules all his patients for 30 minutes appointments. Some of the patients take more or less than 30 minutes depending on the type of dental work to be done. The following summary shows the various categories of work, their probabilities and the time actually needed to complete the work

Category	Filling	Crown	Cleaning	Extracting	Checking
Time required (min.)	45	60	15	45	15
Probability	0.40	0.15	0.15	0.10	0.20

Simulate the dentist's clinic for 4 hours and determine the average waiting time for the patients as well as the idleness of the doctor. Assume that all the patients show up at the clinic exactly of their scheduled arrival time, starting; at 8.00 a.m. Use the following random numbers for handling the above problem.

40 82 11 34 25 66 17 79

END

Hall Ticket No:

Course Code: 14MBA114

Set - 1

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBAII Year I Semester (R14) Regular End Semester Examinations –November 2
BUSINESS ANALYTICS

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.1(A) Write about scope and significance of Business Analytics 10M

OR

Q.1(B) Data pertaining to the monthly sales volume and corresponding profit margins of three different merchandise categories at S Mart Retail is given in Datasheet. S Mart wants to achieve a profit of Rs.1,25,000 per month, you have to estimate the target sales of FMCG category in order to achieve the overall target profit of Rs.1,25,000. 10M

Q.2(A) Discuss various steps in hypothesis testing with a suitable example. 10M

OR

Q.2(B) Data from a large injection molding company that manufactures plastic molded components used in computer keyboards is presented in Datasheet. It consist of all defects produced during a 3 month period. Generate a Pareto diagram to advice the management where to concentrate effort to improve the process. 10M

Q.3(A) Daily share prices of Tata Motors traded on NSE India for the last 3 months are given in the Datasheet. Construct a 20 day moving average for the price data and use it to predict the price for next 10 days. 10M

OR

Q.3(B) Compare and contrast the statistical forecasting techniques that are useful for business application. 10M

Q.4(A) Critically appraise the scope of data mining in Banking industry. 10M

OR

Q.4(B) Explain with suitable example the data reduction techniques in data mining. 10M

Q.5(A) How decision tree analysis is useful in business decision making? 10M

OR

Q.5(B) What are the business applications of sensitivity analysis and enlist the advantages of it. 10M

The school system of a major city wanted to determine the characteristics of a great teacher, and so they asked 120 students to rate the importance of each of the following 9 criteria using a Likert scale of 1 to 10 with 10 representing that a particular characteristic is extremely important and 1 representing that the characteristic is not important. The nine variables are;

1. Setting high expectations for the students
2. Entertaining
3. Able to communicate effectively
4. Having expertise in their subject
5. Able to motivate
6. Caring
7. Charismatic
8. Having a passion for teaching
9. Friendly and easy-going

Responses of the entire 120 student sample are given in Data Sheet. You are required to group the characteristics in to dimensions using Exploratory Factor Analysis.

END

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

MBAII Year I Semester (R14) Regular End Semester Examinations –November 2
BUSINESS ANALYTICS

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.1(A) What is the role of Business Analytics in today's business world characterized by Information explosion and information overload? 10M

OR

Q.1(B) The quantity of raw material purchased by S Mart Retail Ltd. at specified prices during the past 12 months is given in datasheet. Find the regression equations based on the data. Can you estimate the approximate quantity likely to be purchased if the price shoots up to Rs.124 per kg? 10M

Q.2(A) Data representing the daily hotel cost and car rentals for 15 US cities during a week in October 2016 is given in Data Sheet. Compute the mean, median, first quartile and third quartile as well as variance and standard Deviation of the hotel costs and car rentals. Comment on hotel costs and car rentals in US based on the computations made. 10M

OR

Q.2(B) What are the advantages of using R statistical software? 10M

Q.3(A) What components are generally responsible for changes in time series data and what is their impact on predictability? 10M

OR

Q.3(B) Describe various predictive analysis techniques available for a business analyst. 10M

Q.4(A) Explain the process of performing Discriminant Analysis and its applications 10M

OR

Q.4(B) Write about the K Nearest Neighbor Classification technique and its advantages. 10M

Q.5(A) Discuss theoretically about decision trees. 10M

OR

Q.5(B) What is uncertainty? Explain how decisions are taken under uncertainty? 10M

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4. Having expertise in their subject
5. Able to motivate
6. Caring
7. Charismatic
8. Having a passion for teaching
9. Friendly and easy-going

10M

Responses of the entire 120 student sample are given in Data Sheet. You are required to group the characteristics in to dimensions using Exploratory Factor Analysis.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)**MBA II Year I Semester (R14) Regular End Semester Examinations –November 2016**
INTERNATIONAL BUSINESS

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.1(A) What is the meaning of the term Globalization? Explain the advantages and disadvantages of globalization? 10M

OR

Q.1(B) Explain the theory of comparative cost advantage in international business? 10M

Q.2(A) What do you mean by Balance of Payments? Discuss the structure of Balance of Payments? 10M

OR

Q.2(B) What are the objectives of IMF? What are the different lending facilities available with IMF for member countries? 10M

Q.3(A) Discuss the role of WTO in international trade? 10M

OR

Q.3(B) Discuss the TRIPs and TRIMs in developing countries? 10M

Q.4(A) Define IHRM? What are the major functions of IHRM? 10M

OR

Q.4(B) Briefly explain Exporting, Licensing and Franchising in international market entry strategies? 10M

Q.5(A) Give a critical account of the current EXIM policy in India? 10M

OR

Q.5(B) Evaluate India's export promotion efforts? 10M

Q.6 **Case Study** 10M

Foreign Exchange Forecasting by Mathews

Mr. Mathews was an exporter from South Africa who dealt in gift items. He bagged an order worth USD 100000 for high gift products in July 2005 when the USD/ZAR exchange rate was trading at around ZAR 8.30/USD. He planned that he would receive R830000 in three months time when his customer would pay him. He was of the view that with the rand mostly weakening, he might even get more rand's by that time, which could assist him to get a higher margin on his competitively priced products.

However, the rand soon started strengthening. Mr. Mathews kept hoping that the rand would weaken again and that all would work out as planned. As he was not sure of the exact date he would receive the dollars, he also thought that he would just wait until the dollars arrived by when the rand would hopefully have fallen. The dollars eventually arrived after more than three months and the bank converted it a rate of R7.30/USD. Exporter X, who expected to receive R830000, now received only R730000. He was down R100000 on the deal just because of the exchange rate movement, which was more than the profit margin that he had built into his price. He thus made a serious loss on the consignment. In fact, for every one dollar value of the contract, he lost one rand. He clearly did no risk management and left a lot to chance. He did not hedge or protect his Forex exposure and as a result, incurred a huge loss.

Questions:

1. What would be the correct procedure for an exporter in terms of dealing with foreign exchange ?
2. What would you do in this situation ?
3. How can you protect yourself against foreign exchange risks ?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year I Semester (R14) Regular End Semester Examinations –November 2016

FINANCIAL INSTITUTIONS MARKETS AND SERVICES

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.1(A) Explain the functions of financial system and financial concepts. 10M

OR

Q.1(B) Write a note on classification of financial markets in India? 10M

Q.2(A) Explain the functions and role of RBI. 10M

OR

Q.2(B) Briefly discuss various techniques used for monetary control or to maintain the price stability in India? 10M

Q.3(A) Explain in detail the SEBI guidelines for primary markets. 10M

OR

Q.3(B) Write an essay on the functions of new issue market. 10M

Q.4(A) What do you mean by listing of securities? Describe the listing procedure and point out its merits and Demerits? 10M

OR

Q.4(B) Briefly explain the method of trading and settlement procedure in a stock exchange. 10M

Q.5(A) Explain different kinds of leasing. 10M

OR

Q.5(B) Explain various venture capital firms functioning in India? 10M

Q.6

Case Study

Leading Trading Platform in India Delivers Enhanced Application Performance with Cisco

The Karvy Group is one of the leading trading platforms operating in India today. Founded in 1983, it grew out of Hyderabad to become a member of the National Stock Exchange of India and the Bombay Stock Exchange. It consistently ranks amongst the top 5 stock brokers in India.

The organization provides a vast platform for trading. It ensures safe trading by taking into account several risk factors and planning accordingly. This is supported by in-depth research, extensive feedback, sound advisory facilities and a highly skilled research team. Karvy's customers are given result-oriented information on market trends, market analysis and market predictions. These results are disseminated through a daily series of reports, allowing customers to be aware of market trends at any point in the day. 10M

The company currently manages over 600,000 accounts. It has 25,000 investors visiting their global offices daily and executes more than 150,000 trades on the National and Bombay Stock Exchange. Hence, Karvy's daily operations are extremely demanding. Apart from having to create the abovementioned reports, the organization's data centers must ensure that trading requests are promptly processed and delivered.

Karvy's primary reason for upgrading the way its data centers handled application traffic lay in its web-based Online Trading Application (Karvy Online), a customer facing application used primarily by brokers. "Karvy Online is a customer facing application, which means that it is open for transactions round the clock," Sreenivasa Reddy Inukollu, General Manager, Technology, Karvy, explained. Application unavailability could potentially lead to customer dissatisfaction and possible loss of customers and revenue.

Furthermore, the company was not just interested in maintaining application availability, but it also wanted to improve the response time of OTA. "Karvy Online is accessed by brokers throughout the course of an entire day. This makes it one of our most utilized applications. With our wide base of customers, it is important that we provide the best response times to each and every one of them," Sreenivasa Reddy said. By lowering the response times of its applications, Karvy can increase the value of its services to its customers, gaining an edge over the market competition.

Karvy's previous network infrastructure was not able to optimize these two processes. As Karvy Online was a secure application, Karvy's servers had to perform SSL offloads, which was a resource draining process. In terms of load balancing, the organization was using traditional methods of load balancing based on DNS protocols. Unfortunately, these methods made the network configuration and management complex and time consuming, and was not providing the results they needed. "We wanted to provide transparent load balancing and failover from the end user perspective, something which our old network could not do,"

Question:

1. Identify the challenges that are faced by Karvy's and provide the solutions to overcome the challenges?

*****END*****

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MBA II Year I Semester (R14) Regular End Semester Examinations –November 2016

RETAIL MANAGEMENT STRATEGY

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.1(A)	What is retailing? Explain the impact of modern retail formats on Traditional retailers.	10M
OR		
Q.1(B)	Explain the classification of Retailing with examples.	10M
<hr/>		
Q.2(A)	Write short notes on. a. Race and Ethnicity b. Buying Consideration	10M
OR		
Q.2(B)	What is demographic analysis of the retail consumer? Explain with examples	10M
<hr/>		
Q.3(A)	Define Retail Market Strategy and explain the RMS of any supermarket?	10M
OR		
Q.3(B)	What is Competitive advantage? How a retail store can establish sustainable competitive advantage	10M
<hr/>		
Q.4(A)	What is Promotion? Explain the reasons for growing use of sales promotion in recent years.	10M
OR		
Q.4(B)	“Marketing is the creation of win-win relationship with customers”. comment	10M
<hr/>		
Q.5(A)	Examine the role and influence of visual merchandising as a communication tool.	10M
OR		
Q.5(B)	Explain Retail Personnel Management Process.	10M
<hr/>		
Q.6	CASE STUDY	

Retail profitability is steadily moving away from commodities to customers. This trend will define tomorrow's businesses in a way that will fundamentally change the apparel business. Successful apparel businesses will no longer be ones that generate large footfalls, have good service and great merchandising these features will be industry standards that everyone will follow. Competitive advantage will be provided by leveraging the biggest asset of all- the customer.

Fashion houses and retailers will be able to build a two-way relationship with customers that create strong switching costs. The traditional response to retaining customers has been to go in for year round sales or special offers. But tomorrow's customer-driven economy will necessitate differentiating your business from everybody else's in a fundamentally unique way. First, as scores of organisations retailers become increasingly similar, consumers feel a greater need for social contact and individual customer service. Second, the increasing social emphasis on the individual requires special solutions tailored to meet individual needs and desires.

The Indian apparel market is no longer a mass market that a company can serve in standard way. This will increasingly get even more fragmented with customers demanding that they be treated as individuals and provided with the appropriate assistance, before a sale, during a sale and afterwards. This trend has repercussions for all areas of the marketing mix of retail companies whether this is individuals offers, customized configuration of products, or specific help services and support after purchase. Finally, at a time when retailing is getting more competitive, retailers have to use new analysis methods, such as data mining, to exploit the advantages offered by precise evaluations of consumer behaviour. New technologies will get lost in the tremendous expansions of local, retailers will aim to win the long-term company loyalty of those customers they know, and to use their knowledge of these customers' interests to further improve the company's relationship with them.

Questions:

Assume yourself as an entrepreneur interested in a start-up apparel business. You have in depth knowledge on the above and wish to move towards this path of ultra-competitive apparel and fashion industry. Under such circumstance,

1. Who are going to be your customers?
2. What are their requirements?
3. What satisfaction will you offer to your customer as a fashion retailer?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBAII Year I Semester (R14) Regular End Semester Examinations –November 2016

INTERNATIONAL 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.1(A) Differentiate between Balance of Payments and Balance of Trade. Explain the significance of Capital account in Balance of Payments. 10M

OR

Q.1(B) Explain the developments which led to the floating exchange rate system. 10M

Q.2(A) What is the role played by the foreign exchange rate in economic stability of a country? 10M

OR

Q.2(B) Calculate 3 month forward rate if spot rate is Rs. 66.35/\$. The interest rates in India and USA are 12% and 7% respectively. 10M

Q.3(A) Define exposure. Differentiate between accounting and economic exposure. What role does inflation play. 10M

OR

Q.3(B) What is translation exposure? How do you evaluate translation exposure? 10M

Q.4(A) What are the various instruments for raising funds from international markets? Discuss. 10M

OR

Q.4(B) Explain the nature and scope of international working capital management. 10M

Q.5(A) What factors determine the capital structure of a multinational firm? What are the methods of rising capital? 10M

OR

Q.5(B) What are the various methods of capital budgeting? Explain. 10M

Case Study

Q.6 Gretz Tool Company is a large US based multinational corporation with subsidiaries in eight different countries. The parent of Gretz provided initial cash infusion to establish each subsidiary. However, each subsidiary has had to finance its own growth since then. The parent and subsidiaries of Gretz typically use Citicorp (the largest bank in the US, with branches in numerous countries) when possible to facilitate any flow of funds necessary. 10M

- a. Explain the various ways in which Citicorp could facilitate Gretz's flow of funds, and identify the type of financial market where that flow of funds occurs. For each type of financing transaction, specify whether Citicorp would serve as the creditor or just an intermediary.

- b. Recently, the British subsidiary called on Citicorp for a medium-term loan and was offered the following alternatives:

Loan Denominated in	Annualized Rate
British pounds	13%
US dollars	11%
Canadian dollars	10%
Japanese Yen	8%

What characteristics do you think would help the British subsidiary determine which currency to borrow?

END

Hall Ticket No:

Course Code: 14MBA429

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

MBAH Year I Semester (R14) Regular End Semester Examinations –November 2016
B2B MARKETING

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.1(A)	Explain the characteristics of business markets	10M
OR		
Q.1(B)	What is value analysis? Explain value analysis as developed by GE	10M
Q.2(A)	Write the importance of individual forces in the organizational buying decision	10M
OR		
Q.2(B)	Write the characteristics of high-cost-to-serve customers versus low-cost-to-serve customers	10M
Q.3(A)	Write the role of time series techniques to project the trend and growth rate of sales.	10M
OR		
Q.3(B)	Define business market segmentation. Write the criteria for evaluating the desirability of potential market segments	10M
Q.4(A)	Write the categories to identify a new industrial product with examples.	10M
OR		
Q.4(B)	What are the pricing objectives? Explain target costing approach which is relevant to the pricing decisions.	10M
Q.5(A)	Why manufacturing firms use distributors? Explain how distributors contributing to manufacturer's profits.	10M
OR		
Q.5(B)	Briefly explain Channel Design.	10M
Q.6	Case Study	

Get them on the phone
How XYZ generates sales-ready leads

XYZ Corp. is a b-to-b technology marketer. Its customers and prospects are early adopters, and the company engages in plenty of online marketing of all kinds. However, XYZ is having a surprising amount of success marketing with a 135-year-old technology: the telephone. "Telemarketing is an area where we've placed a lot of time and attention the last year or two," said McClellan, XYZ's senior manager-data center solutions marketing. "It's increasingly important to us." 10M

For its telemarketing program, XYZ uses VNET Direct, a unit of CBS Interactive. VNET Direct, which is affiliated with VNET, ZechRepublic and other tech-oriented websites, offers integrated direct marketing programs and helps marketers in the U.S. as well as in Australia, China, France and elsewhere around the globe.

XYZ uses VNET Direct for a number of marketing communications programs that promote the company's virtualization, security, unified communications, cloud and other offerings. XYZ's integrated program revolves around the ZechRepublic site. The program uses banners that direct prospects to content such as videos, webinars and white papers. Telemarketing, however, is also a critical part of the program. "Telemarketing helps bridge a gap," McClellan said.

The gap he referred to is between the leads that are ready to be forwarded to XYZ's sales team and those that require more nurturing. XYZ gauges prospects' willingness to buy through short online questionnaires that ask, for instance, about their budgets and their buying time frames.

Prospects that have active budgets and are ready to buy relatively soon are passed directly to the XYZ sales team. Prospects higher up in the sales funnel are given to CBS Interactive's telemarketing squad.

For XYZ, VNET Direct over the past year or so has attempted to contact 16,000 leads. VNET telemarketers have contacted 30% of them. Of these completed contacts, 70% have been converted in some way; they have, for example, downloaded a white paper, registered for a webinar or even been qualified as a sales-ready lead.

McClellan said having a third party make the calls has been very effective in having prospects share information. He also said the program is selective. "We're not bombarding them with a bunch of calls," he said. McClellan said the telemarketing program has helped boost XYZ's sales-ready leads by as much as 12% in 12 months, which adds up to more than 1,000 additional leads going to the sales staff on an annual basis.

Question

As a business analyst, discuss the above scenario. Give suggestions for the betterment of sales lead.

END

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

MBA II Year I Semester (R14) Regular End Semester Examinations – Nov/Dec 2016
LOGISTICS & SUPPLY CHAIN 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.1(A) Discuss the growing concept of logistics in India 10M

OR

Q.1(B) Describe the logistics system in case of an Automobile company. 10M

Q.2(A) What is the problem if a manager uses last year's sales data instead of last year's demand to forecast demand for the coming year? 10M

OR

Q.2(B) Discuss the role inventory plays in the supply chain and how managers use inventory to drive supply chain performance. 10M

Q.3(A) Discuss the role each driver plays in creating strategic fit between the supply chain strategy and the competitive strategy. 10M

OR

Q.3(B) What is the need for supply chain in an organization? who are the major participants in supply chain management? 10M

Q.4(A) What are the issues involved in selecting the most suitable channel distribution? 10M

OR

Q.4(B) Explain the major forms of Vertical marketing system. 10M

Q.5(A) Describe supply chain coordination and the bullwhip effect and their impact on performance. 10M

OR

Q.5(B) Explain in detail about the conflict resolution strategies in supply chain to improve the chances of developing cooperation and trust. 10M

Read the following case and answer the questions given at the end.

Passenger Interchange

In most major cities the amount of congestion on the roads is increasing. Some of this is due to commercial vehicles, but by far the majority is due to private cars. There are several ways of controlling the number of vehicles using certain areas. These include prohibition of cars in pedestrian areas, restricted entry, limits on parking, traffic calming schemes, and so on. A relatively new approach has road-user charging, where cars pay a fee to use a particular length of road, with the fee possibly changing with prevailing traffic conditions.

Generally, the most effective approach to reducing traffic congestion is to improve public transport. These services must be attractive to people who judge them by a range of factors, such as the comfort of seating, amount of crowding, handling of luggage, availability of food, toilets, safety, and facilities in waiting areas. Availability of escalators and lifts, and so on. However, the dominant considerations are cost, time and reliability.

Buses are often the most flexible form of public transport, with the time for a journey consisting of four parts :

- joining time, which is the time needed to get to a bus stop
- waiting time, until the bus arrives
- journey time, to actually do the travelling
- Leaving time, to get from the bus to the final destination.

Transport policies can reduce these times by a combination of frequent services, well-planned routes, and bus priority schemes. Then convenient journeys and subsidized travel make buses an attractive alternative.

One problem, however, is that people have to change buses, or transfer between buses and other types of transport, including cars, planes, trains, ferries and trams. Then there are additional times for moving between one type of transport and the next, and waiting for the next part of the service. These can be minimized by an integrated transport system with frequent, connecting services at 'passenger interchanges'.

Passenger interchanges seem a good idea, but they are not universally popular. Most people prefer a straight-through journey between two points, even if this is less frequent than an integrated service with interchanges. The reason is probably because there are more opportunities for things to go wrong, and experiences suggests that even starting a journey does not guarantee that it will successfully finish.

In practice, most major cities such as London and Paris have successful interchanges, and they are spreading into smaller towns, such as Montpellier in France. For the ten years up to 2001, the population of Montpellier grew by more than 8.4 per cent, and it moved from being the 22nd largest town in France to the

eighth largest. It has good transport links with the port of Sete, an airport, inland waterways, main road networks and a fast rail link to Paris. In 2001, public transport was enhanced with a 15 kilometer tramline connecting major sites in the town center with other transport links. At the same time, buses were rerouted to connect to the tram, cycling was encouraged for short distances, park-and-ride services were improved, and journeys were generally made easier. As a result, there has been an increase in use of public transport, a reduction in the number of cars in the town center, and improved air quality. When the tram opened in 2000, a third of the population tried it in the first weekend, and it carried a million people within seven weeks of opening. In 2005, a second tramline will add 19 kilometers to the routes.

Questions :

- a. Are the problems of moving people significantly different from the problems of moving goods or Services?
- b. What are the benefits of public transport over private transport? Should public transport be encouraged and, if so, how?
- c. What are the benefits of integrated public transport system?

*****END*****

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

MBA II Year I Semester (R14) Regular End Semester Examinations – Nov/Dec 2016
PERFORMANCE 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.1(A)	Define performance. Detail various phases of performance management process.	10M
OR		
Q.1(B)	"Performance Management is a key to the success of an organization". Discuss.	10M
Q.2(A)	Describe the organization as a place for managees' performance.	10M
OR		
Q.2(B)	Elucidate the procedure of setting performance planning objectives. What various components of managee performance and development plan?	10M
Q.3(A)	Write a short notes on the following: a. Coaching in PMS and b. Counseling in PMS	10M
OR'		
Q.3(B)	Explain the objectives and elements of managee performance monitoring.	10M
Q.4(A)	What is Stock taking Performance? Explain the significance of Stock taking Discussion.	10M
OR		
Q.4(B)	Explain reward linked Performance Management System in detail.	10M
Q.5(A)	Write a detail note on ethics In Performance Management System.	10M
OR		
Q.5(B)	Discuss about principles, objectives of ethics in Performance Management System.	10M
Q.6	Case Study	10M
<p>Sanvi is employed as a software engineer in Intel Solutions ltd. She serves high profile corporate clients. She has a compensation package of Rs. 20 lakhs per annum (on cost to the company basis). She is also entitled for soft housing and conveyance loans. She is well received in her team and recognized as a good performer in the organization.</p> <p>Now discuss:</p> <ol style="list-style-type: none">a. Where does she stand on the motivational structure of motivational theories?b. What will be the appropriate performance strategy that can enhance her performance levels?c. Which type of motivational unfulfilment can cause her performance to fall?		

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year I Semester (R14) Regular End Semester Examinations – Nov/Dec 2016
TAX PLANNING AND 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.1(A) Define assessee, person, assessment year, previous year, income and total income. 10M
- OR
- Q.1(B) How is the residence of an assessee determined for income tax purposes? Explain the relationship between residence and tax liability. 10M
-
- Q.2(A) What are the general principles governing admissibility of deductions for corporate assessee? 10M
- OR
- Q.2(B) How will you deal with the following while computing profits and gains of business? 10M
- Salary paid to proprietor Rs.15,000.
 - Commission paid to 'X' Rs.5,000 for securing business orders.
 - Loss due to embezzlements by an employee Rs.10,000.
 - Registration expenses of business asset Rs.20,000.
 - Amount paid to keep the competitor away from the business Rs. 25,000.
-
- Q.3(A) What are the conditions to be satisfied for the allowability of expenditure under section 37 of the Income-tax Act, 1961? 10M
- OR
- Q.3(B) What are the specific provisions as concerned to depreciation and set off of losses and carry forward of losses? 10M
-
- Q.4(A) Discuss the tax benefits given under the Income Tax Act for the newly established industrial undertakings. 10M
- OR
- Q.4(B) Write a brief note on tax implications of foreign investments and collaborations. 10M
-
- Q.5(A) "Tax Management is essential, tax planning is desirable, and tax evasion is objectionable". Comment. 10M
- OR
- Q.5(B) Discuss the Corporate Tax Planning strategies in respect of Employees' Remuneration. 10M

Rampur Ltd., a closely held Indian company, is engaged in the business of manufacture of paints in India. A profit or loss account for the year ending 31.3.2015 is given below:

Profit and Loss Account
(figures in lakhs)

Particulars	Amount	Particulars	Amount
Salary and wages	7.50	Sales	48.00
Postage	0.40	Amount withdrawn from General reserve	3.00
Travelling and conveyance	0.50		
Depreciation	5.00		
Income-tax	4.00		
Wealth tax	0.10		
Excise duty due	1.00		
Provisions for future losses	0.60		
Proposed dividend	0.80		
Loss of subsidiary company	0.50		
Audit fee	0.25		
Director remuneration	8.00		
Deferred tax liability	1.35		
Net Profit	21.00		
Total	51.00		51.00

Additional information

1. The excise duty due on 31.3.2015 was paid on 2.12.2015.
2. Custom duty of Rs.1.20 Lakhs which was due on 31.3.2013 was paid during the financial year 2014-15.
3. Depreciation as per income tax is Rs. 11.43 lakhs.

Compute the total income of the assessee and the tax liability for the assessment year 2015-16.

END

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MBA II Year I Semester (R14) Regular End Semester Examinations – Nov / Dec 2016
SECURITY ANALYSIS AND PORTFOLIO 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.1(A) Describe briefly the important investment avenues available to investors in India. 10M

OR

Q.1(B) Discuss the measures taken by SEBI to minimize the market, operational and systematic risk to which investors are exposed to in the Indian Securities Market. 10M

Q.2(A) Fundamental analysis is a comprehensive approach to security analysis. Discuss 10M

OR

Q.2(B) Fundamental Analysis and Technical Analysis are complementary approaches in taking trading positions or making investment decisions. Explain the statement with an example of how you will use the two to buy a scrip 10M

Q.3(A) What are the main types of risks that causes for variation in returns, you need to understand and manage as an investment adviser? 10M

OR

Q.3(B) The historical rates of return of two securities over the past ten years are given. Calculate the correlation of the two securities 10M

Year	1	2	3	4	5	6	7	8	9	10
Security 1 (Return in %)	12	8	7	14	16	15	18	20	16	22
Security 2 (Return in %)	20	22	24	18	15	20	24	25	22	20

Q.4(A) Explain the concept of Optimal Portfolio using Markowitz theory 10M

OR

Q.4(B) The estimated rates of return, beta co-efficients and standard deviations of some securities are as given below. Find out the securities which are fairly traded 10M

Security	Estimated return(%)	Beta	Standard Deviation(%)
A	35	1.60	50
B	28	1.40	40
C	21	1.10	30
D	18	0.90	25
E	15	0.75	20
F	12	0.60	18

Q.5(A) Tactical asset allocation is an active strategy of investment at asset class level; Explain 10M

OR

Q.5(B) There are two equity funds, A and B, the details of which are as follows:

	Fund – A	Fund-B
Actual return from the fund	17%	20%
Beta Co-efficient	1.65	0.7

10M

The market return is 17% and the risk-free interest is 7%. Evaluate the portfolios on the basis of Jensen's measure.

Q.6 **Case Study** 10M

Assume that there are two stocks and five states of the world. Each state can occur with equal probability. Given the returns of the two in the below table, calculate expected return and Variance of each stock and the co-variance between the returns of the two

	State1	State2	State3	State4	State5
Sun Industries Ltd Possible returns	5	7	1	9	3
Zenith Solutions Possible returns	9	6	5	4	8

END

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MBA II Year I Semester (R14) Regular End Semester Examinations – Nov / Dec 2016
HUMAN RESOURCE PLANNING

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.1(A)	Define HRP. Explain its importance in today's business environment.	10M
OR		
Q.1(B)	Explain the HR Planning process in detail.	10M
Q.2(A)	Why does study of forecasting HR Demand important? How does it help the HR planners in designing HR Planning interventions?	10M
OR		
Q.2(B)	Write short notes on i. Ratio Trend ii. Nominal Group Technique	10M
Q.3(A)	Why does study of forecasting HR Supply important? Explain the Sources of HR supply?	10M
OR		
Q.3(B)	What is HRIS? What are the uses of it?	10M
Q.4(A)	VRS is effective method of maintaining HR Surplus. Elucidate.	10M
OR		
Q.4(B)	Distinguish between employee recruitment and selection. Explain various methods of recruitment and selection.	10M
Q.5(A)	What is Human Resource Audit? Describe the essential steps in the auditing process.	10M
OR		
Q.5(B)	Discuss the accounting standards and their applications in HRP.	10M
Q.6	Case Study	10M
	When Adite Technologies Ltd. (ATL) moved one of their divisions to Bangalore, the branch manager in Mumbai decided to transfer those employees who did not wish to go to Bangalore to other local divisions. Ten of the thirty chose to stay and be transferred to another division. Madhuri was one of those. She was assigned to the computer moving-head division.	

When Madhuri reported to the new job, Narendar Kumar, her new supervisor, told her he did not know whether or not he would have a permanent position for

her. For three days Madhuri sat and watched other employees at their work. On Friday, Narendar announced that their division had received another big contract and he would brief Madhuri on her new assignment on Monday.

Madhuri arrived at 9.00 a.m Monday morning and waited anxiously to learn about her new job. Narendar did not arrive until 10.30. He was being briefed on the new contract, he said, and would not be able to meet Madhuri before lunch. At 1.30 p.m Narendar returned to show Madhuri the operation, "we are reworking model 10-D and it only requires changing two spot welds. With this jig, you can turn one out in about three to five minutes." Narendar added, "By the way, you will be the quality control supervisor on this job. Just double check these six spots on the blueprint." He did not write on the blueprints or mark the areas in any way. Madhuri was given no idea how important the checks might be.

"Please-watch me," said Narendar to Madhuri, taking up the welding torch. "Any one can do it easily." He repeated the operation five or six times. Madhuri tried it and experienced no difficulty. Neither of them checked their reworked pieces with the blueprint to see if they would pass the quality control check and as a result, Madhuri never checked any pieces after that demonstration. Narendar did not see Madhuri again until Friday.

During the week several things happened. More than half the motors did not work correctly by the time they reached the final assembly. It could not be determined whether the faulty motors were the result of Madhuri's work or the result of a lack of quality checks. A box of 20 parts had been approved by Madhuri since her initials were on the inspection card, but she had not made the necessary alterations. That was when Narendar found time to talk to Madhuri again.

Questions :

- i. Critically evaluate the role of Narendar as a trainer.
- ii. Examine Madhuri's approach towards Narendar and her new job.
- iii. If you were Narendar, what would you have done to improve Madhuri's performance?
- iv. Would a mentor have helped the situation? How and why?

*****END*****