MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – December 2018

OPERATIONS RESEARCH

Time: 3Hrs   Max Marks: 50

> 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 mathematical formulation for LPP.   8 M

OR

Q.1(B)   Solve the following L.P.P. by two-phase Simplex method: $Max.Z = 2x_1 + x_2$ 8 M

Subject to $x_1 + x_2 \geq 2$, $x_1 + x_2 \leq 4$, $x_1, x_2 \geq 0$

Q.2(A)   Find the optimum transportation cost for the following Transportation problem: 8 M

	D1	D2	D3	D4	Availability
P1	19	30	50	12	7
P2	70	30	60	20	10
P3	40	10	60	20	18
Requirement	5	8	7	15	35

OR

Q.2(B)   Consider the problem of assignment five jobs to five persons. The assignment costs   8 M
are given below. Determine the optimal assignment schedule:

$$
\begin{array}{c}
 \\ A \\ B \\ C \\ D \\ E
\end{array}
\begin{array}{ccccc}
1 & 2 & 3 & 4 & 5 \\
\left[\begin{array}{ccccc}
8 & 4 & 2 & 6 & 1 \\
0 & 9 & 5 & 5 & 4 \\
3 & 8 & 9 & 2 & 6 \\
4 & 3 & 1 & 0 & 3 \\
9 & 5 & 8 & 9 & 5
\end{array}\right]
\end{array}
$$

Q.3(A)   Find the sequencing that minimizes the total elapsed time (hours) required to   8 M
complete the following jobs on three machines ABC in the order ACB

Job Number	A	B	C	D	E
Machine-A	6	8	7	10	6
Machine-B	3	2	5	6	4
Machine-C	4	8	6	7	8

OR

Q.3(B)   Solve the game by method of dominance   8 M

	B1	B2
A1	3	1
A2	2	7
A3	1	11

Q.4(A)   Explain the types of simulation models and merits & demerits of simulation.   8 M

OR

Q.4(B)   A firm is considering replacement of a machine, whose cost price is Rs.6100, and   8 M
         the scrap value Rs.100. The running costs in Rs are found from experience to be as
         follows:

Year	1	2	3	4	5	6	7	8
Running cost	100	250	400	600	900	1250	1600	2000

Determine the optimum period for replacement of the machine.

Q.5(A)   The following table gives the activities of construction project and duration: 8 M

Activity	1-2	2-3	2-4	3-5	3-6	4-6	4-7	5-8	6-8	7-8
Duration (days)	2	3	5	4	1	6	2	8	7	4

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

OR

Q.5(B)   In a railway marshalling yard, goods trains arrive at a rate of 30 trains per day.   8 M
         Assuming that the inter-arrival time follows an exponential distribution and the
         service time also exponential with an average 36 minutes. Calculate
         i)   The mean queue size and
         ii)   The probability that the queue size exceeds 10.

Q.6   **Case Study**   10 M
         A Company making cool drinks has two bottling plants P_1 and P_2. Each plant
         produces three drinks; Coca-cola, Thumps up and Sprite and their production
         capacity per day is shown below:

Cool drink	P_1	P_2
Coca-cola	6000	2000
Thumps up	1000	2500
Sprite	3000	3000

The marketing department of the Company forecasts a demand of 80,000 bottles
of Coca-cola; 22,000 bottles of Thumps up; and 40,000 bottles of sprite during the
month of June. The operating costs per day of plants P_1 and P_2 are Rs.60, 000 and
Rs.40,000 respectively. Find the number of days for which each plant must be run
in June so as to minimize the operating costs while meeting the marketing demand
solve graphically

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations DEC 2018
STRATEGIC MANAGEMENT

Time: 3Hrs   Max Marks: 50

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 corporate strategy? Explain the strategic management process.	8M

OR

Q.1(B)	Discuss about external environmental factors that affect the strategies of an organisation.	8M

Q.2(A)	Explain porters five force model to analyse the competitive forces in an industry environment with example.	8M

OR

Q.2(B)	Discuss the need for Organizational Learning and its importance	8M

Q.3(A)	Write a short note on a) offensive strategy b) defensive strategy c) vertical integration	8M

OR

Q.3(B)	Explain the steps involved in strategy formulation.	8M

Q.4(A)	What is growth strategy? Discuss various types of growth strategies with examples.	8M

OR

Q.4(B)	What is diversification? Explain various types of diversification strategies.	8M

Q.5(A)	Explain the guidelines for effective strategic control.	8M

OR

Q.5(B)	Comment on the functions under strategic surveillance?	8M

Q.6	**Case Study**	10M

The Economic survey for 2011- 12 stated that the Indian aviation sector grew at 18.5 percent in the last seven years. The industry capitalized on the low cost no frill strategy. However the industry also faced multiple challenges due to recession, raising cost especially in form of capital costs and expenses like fuel and salaries. The king fisher airlines one of the troubled airline had tried to reduce costs by cutting back on flights. It had debt to the extent of $1.3 billion, with refusal for more debt from financial institutions is now seen to be scrambling to raise funds

for its day-to-day operations. The cutback in flights has reduced its revenue, leaving the carrier cash stranded to pay staff, airports, tax authorities and lenders. Kingfisher said it had submitted an interim plan to operate 20 planes on between 110 and 125 domestic routes a day, and halt international flights by April 10. The carrier's fleet, which earlier had 64 planes, now has 47. Cancellations have already disrupted the travel planes of thousands of passengers across the country and pushed up fares. The chairman is reported to have said "We have not submitted an ambitious plan. We have submitted a holding plan".

The company's choice of raising funds domestically is limited and has had talks with potential investors, which depends on change in foreign direct investment policy of India that will allow foreign carriers to own up to 4-9 percent of Indian airlines. Meanwhile there is a possibility that the government would issue a notification allowing foreign airlines to buy up to 49 percent stake in a domestic airliner with the acceptance of the bill, foreign airlines so far barred from investing in local carriers, though overseas investors will be allowed to hold a cumulative 49 percent. The market price of kingfisher which had taken a dip soared with this news.

   (a) What impresses you most about this company? Why?
   (b) What weaknesses or problems do you see at kingfisher Airlines?
   (c) What strategy has the management been following? What is it that you like or dislike about the strategy? Do you think it should be changed? Does it have a winning strategy?

END

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

MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations DEC 2018
BUSINESS ANALYTICS

Time: 3Hrs   Max Marks: 50

> 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)	The payback period for a project is the number of years needed for a project's future profits to pay back the project's initial investment. A project requires a $300 million investment at Time 0. The project yields profit for 10 years, and Time 1 cash flow will be between $30 million and $100 million. Annual cash flow growth will be from 5 percent through 25 percent a year. How does the project payback depend on the Year 1 cash flow and cash flow growth rates?	8 M

OR

Q.1(B)	At the end of each of the next 40 years, I'm going to put $20,000 in my retirement fund. What rate of return on my investments do I need so that I will have $2,000,000 available for retirement when I retire in 40 years?	8 M

Q.2(A)	Discuss various steps in hypothesis testing.	8 M

OR

Q.2(B)	Compute a Scatter Plot in R using for the following data and interpret the chart. Test scores: 22, 35, 48, 55, 80, 67, 61, 88, 80, 64, 80, 77	8 M

Q.3(A)	Explain Time Series forecasting technique with various methods.	8 M

OR

Q.3(B) Consider the following time series data: 8 M

Week	1	2	3	4	5	6	7	8	9	10
Sales (1000s of Gallons)	10	10	11	11	12	12	13	13	14	14

Compute five-week moving averages for the time series.

Q.4(A)	Using given historical data of Bhageria Industries, compute future prices of that share using simulation.	8 M

OR

Q.4(B)	Use the given historical prices of Bharati Gears Shares and compute mean and standard deviation of the series.	8 M

Q.5(A)	Write a brief note on decision trees in Business Analytics.	8 M

OR

Q.5(B)	What is decision theory approach? Explain the steps involved in decision theory approach. Explain the environment in which decisions are made.	8 M

A small supermarket is trying to determine how many copies of *People* magazine it should order each week. The owner believes the demand for *People* is governed by the following discrete random variable:

Demand	Probability
15	0.10
20	0.20
25	0.30
30	0.25
35	0.15

The supermarket pays $1.00 for each copy of *People* and sells it for $1.95. Each unsold copy can be returned for $0.50. How many copies of *People* should the store order?

END

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MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations DEC 2018
BUSINESS ANALYTICS

Time: 3Hrs   Max Marks: 50

> 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 Business Analytics? Elucidate evolution and scope of Business Analytics.   8 M

OR

Q.1(B)   I Expect to earn 10% per year on my retirement investments. At the end of each of the next 40 years I want to put the same amount of money in my retirement portfolio. I am going to retire in 40 years. How much money do I need to put in each year if I want to have Rs 2,000,000/- in my account when I retire?   8 M

Q.2(A)   What is Hypothesis? Explain the process of Hypothesis Testing.   8 M

OR

Q.2(B)   Compute descriptive statistics in R for the following data.
Test scores: 20, 35, 40, 55, 80, 60, 61, 85, 80, 64, 80, 75   8 M

Q.3(A)   Explain various decomposition models - trend, seasonality and cyclical components in Time Series Analysis.   8 M

OR

Q.3(B)   Using the data given in the following table forecast the demand for the period 1987 to 1991 using **a.** 3- year moving average and **b.** 5- year moving average forecast the demand for year 1991.   8 M

Year	1983	1984	1985	1986	1987	1988	1989	1990	1991
Demand	100	105	103	107	109	110	115	117	-

Q.4(A)   Use the given historical prices of Artson Engineering Shares and compute mean and standard deviation of the series.   8 M

OR

Q.4(B)   Use the given historical prices of Bharati Gears Shares and compute mean and standard deviation of the series.   8 M

Q.5(A)   Elucidate Baye's Rule and its applications in Business.   8 M

OR

Q.5(B)   Write a brief note on decision trees in Business Analytics and its importance and applications.   8 M

A small supermarket is trying to determine how many copies of *People* magazine it should order each week. The owner believes the demand for *People* is governed by the following discrete random variable:

Demand	Probability
15	0.10
20	0.20
25	0.30
30	0.25
35	0.15

The supermarket pays $1.00 for each copy of *People* and sells it for $1.95. Each unsold copy can be returned for $0.50. How many copies of *People* should the store order?

END

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MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations DEC 2018
BUSINESS ANALYTICS

Time: 3Hrs
Max Marks: 50

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 Business Analytics? Elucidate evolution and scope of Business Analytics.   8 M

OR

Q.1(B)   The payback period for a project is the number of years needed for a project's future   8 M
profits to pay back the project's initial investment. A project requires a $300 million
investment at Time 0. The project yields profit for 10 years, and Time 1 cash flow
will be between $30 million and $100 million. Annual cash flow growth will be
from 5 percent through 25 percent a year. How does the project payback depend on
the Year 1 cash flow and cash flow growth rates?

Q.2(A)   Compute a Scatter Plot in R using for the following data and interpret the chart.   8 M
Test scores: 22, 35, 48, 55, 80, 67, 61, 88, 80, 64, 80, 77

OR

Q.2(B)   Discuss various steps in hypothesis testing.   8 M

Q.3(A)   Discuss briefly various types of patterns in a time series data.   8 M

OR

Q.3(B)   Consider the following time series data: 8 M

Week	1	2	3	4	5	6	7	8	9	10
Sales (1000s of Gallons)	10	10	11	11	12	12	13	13	14	14

Compute five-week moving averages for the time series.

Q.4(A)   What is Data Mining? Explain the scope of Data Mining.   8 M

OR

Q.4(B)   Use the given historical prices of Bharati Gears Shares and compute mean and   8 M
standard deviation of the series.

Q.5(A)   What is decision theory approach? Explain the steps involved in decision theory   8 M
Explain the environment in which decisions are made.

OR

Q.5(B)   Write a brief note on decision trees in Business Analytics.   8 M

A small supermarket is trying to determine how many copies of *People* magazine it should order each week. The owner believes the demand for *People* is governed by the following discrete random variable:

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15	0.10
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35	0.15

The supermarket pays $1.00 for each copy of *People* and sells it for $1.95. Each unsold copy can be returned for $0.50. How many copies of *People* should the store order?

END

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(UGC-AUTONOMOUS)

MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations DEC 2018

BUSINESS ANALYTICS

Time: 3Hrs   Max Marks: 50

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 Business Analytics? Elucidate evolution and scope of Business Analytics.   8 M

OR

Q.1(B)   I am running a conference. My fixed costs are $15,000, and I must pay the college   8 M
union $300 for food and lodging costs per conference participant. Each of 10
speakers must be paid $700. I am charging all participants who aren't speaking $900
for the conference, which includes their food and lodging costs. How many paid
registrants need to attend for me to break even?

Q.2(A)   Compute descriptive statistics in R for the following data.   8 M
Test scores: 20, 35, 40, 55, 80, 60, 61, 85, 80, 64, 80, 75

OR

Q.2(B)   What is Hypothesis? Explain the process of Hypothesis Testing.   8 M

Q.3(A)   Explain various decomposition models - trend, seasonality and cyclical components   8 M
in Time Series Analysis.

OR

Q.3(B)   Using the data given in the following table forecast the demand for the period 1987   8 M
to 1991 using **a.** 3- year moving average and **b.** 5- year moving average forecast the
demand for year 1991.

Year	1983	1984	1985	1986	1987	1988	1989	1990	1991
Demand	100	105	103	107	109	110	115	117	-

Q.4(A)   Using given historical data of Bhagadia Colourchem, compute future prices of that   8 M
share using simulation.

OR

Q.4(B)   An auto dealer believes that demand for 2015 model cars will be normally   8 M
distributed with a mean of 200 and a standard deviation of 30. His cost of receiving
an Envoy is $25,000, and he sells an Envoy for $40,000. Half of all the Envoys not
sold at full price can be sold for $30,000. He is considering ordering 200, 220, 240,
269, 280, or 300 Envoys. How many should he order?

Q.5(A)   Elucidate Baye's Rule and its applications in Business.   8 M

OR

Q.5(B)   What is decision theory approach? Explain the steps involved in decision theory   8 M
approach. Explain the environment in which decisions are made.

A small supermarket is trying to determine how many copies of *People* magazine it should order each week. The owner believes the demand for *People* is governed by the following discrete random variable:

Demand	Probability
15	0.10
20	0.20
25	0.30
30	0.25
35	0.15

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2018
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3Hrs   Max Marks: 50

> 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 primary and subsidiary objectives of Investment.	8 M
	OR	
Q.1(B)	What are the functions of stock exchanges? How are they managed?	8 M
Q.2(A)	How does technical analysis differ from the fundamental analysis?	8 M
	OR	
Q.2(B)	What is economic analysis and state the economic factors considered for this analysis.	8 M
Q.3(A)	Define Risk. Explain different types of risk.	8 M
	OR	
Q.3(B)	1. Company 'A's stock growth rate is 15%, its dividends payout ratio is 40% and its standard deviation in the growth rate is 5%. The value of the PE ratio in 22.5 %. On the basis of whit beck Kisor's Model. What is your advice? 2. Antique arts company world pay Rs.2.50 as dividend per share for the next year and expected to grow indefinitely at 12%, what would be the equity value if the investor requires 20% return?	8 M
Q.4(A)	Explain the Markowitz Model the mean – variance criterian.	8 M
	OR	
Q.4(B)	What are the advantages of APT over CAPM? Explain in detail.	8 M
Q.5(A)	Why does arise the need for Portfolio Revision? Describe the constraints of portfolio revision.	8 M
	OR	

Q.5(B)   The following three Portfolio Provide the particulars given below: 8 M

Portfolio	Average Annual	Standard Deviation	Co-relation Co-efficient
A	18	27	0.8
B	14	18	0.6
C	15	8	0.9
Market	13	12	

Risk free rate of Interest is 9.
a). Rank these Portfolios using Sharpe's and Treynor's methods.
b). Compute both the indices.

Q.6   **Case Study**   10 M

Mr. GVK invested in equity shares of wipro Ltd its anticipated returns and associated probabilities are given below:

Return	-15	-10	5	10	15	20	30
Probability	0.05	0.10	0.15	0.25	0.30	0.10	0.05

You are required to calculate the expected rate of return and risk in terms of standard deviation.

END

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MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2018

TALENT MANAGEMENT

Time: 3Hrs   Max Marks: 50

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 the vital role of HR in organizational talent management	8 M
	OR	
Q.1(B)	Elucidate the concept of talent and discuss about the relation between workforce diversity and talent management.	8 M
Q.2(A)	Explain how to build talent pool in an organization.	8 M
	OR	
Q.2(B)	Discuss about various talent management practices with examples.	8 M
Q.3(A)	Discuss about various methods of talent development.	8 M
	OR	
Q.3(B)	Elucidate the steps in establishment of talent management system in an organization.	8 M
Q.4(A)	Explain the concept and importance of employee engagement.	8 M
	OR	
Q.4(B)	List out the strategies of employee engagement and detail how to design them.	8 M
Q.5(A)	Describe latest imperatives of talent management.	8 M
	OR	
Q.5(B)	Define and discuss various talent metrics.	8 M

Q.6   **Case study:**   10 M

Whirlpool revamped their HR strategy into a People Excellence Strategy, establishing an operating system based on specific analytics they had gathered. In reviewing their diversity scorecard, it became apparent that Whirlpool had a "leaky bucket" problem. While they had made strides in the attraction and hiring of diverse talent, they were losing that talent at the same, if not a faster, rate. To engage and retain that talent, Whirlpool's talent & diversity management team developed a **retention risk assessment toolkit.** The toolkit includes three phases:

- Assessing the impact Whirlpool would face should an employee leave
- Understanding the likelihood that an employee will leave
- Creating action plans to prevent this regrettable loss

To test this retention risk assessment model, Whirlpool targeted a pilot group of 65 employees at the senior manager, director and senior director levels, who had been identified as the organization's top diverse talent. To evaluate retention risk, managers were asked to answer 25 yes or no questions about their employees and

their relationship to those employees (job/role, development and alignment to career goals, manager/employee relationship and external support system). And also managers were trained on the toolkit and were provided with a "Retention Risk Manager Guide" and a "Stay Interview Manager Reference Guide" (with a template for stay interviews as a way to help managers answer those questions, and to create dialogue between managers and employees). This approach directly impacted the level of interaction between the diverse talent and their individual supervisors.

As a result of **retention risk assessment toolkit** Whirlpool is seeing that communication between employees and managers that are involved in the pilot is getting better and employees are saying that these conversations are getting easier to have. Through building stronger relationships with their managers, these employees have also commented that opportunities for professional growth have been presented to them that may not have been in the past.

Questions:
Evaluate the Whirlpool diversified talent retention strategy.
<div align="center">***END***</div>

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2018
CORPORATE TAX PLANNING

Time: 3Hrs   Max Marks: 50

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)   How would you determine the residential status of a corporate person?   8 M

OR

Q.1(B)   Elucidate the scope of total income of person under income tax act 1961.   8 M

Q.2(A)   From the following profit & Loss A/C compute business income: 8 M

Profits & Loss A/C for the year ended 31.3.2017

Dr   Cr

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
To Salaries	50,000	By Gross profit	3,90,000
To Rent paid	30,000	By Rent received	1,10,000
To General expenses	30,000	By Dividends	40,000
To Provision for bad debts	16,000	By Refund of sales tax	20,000
To Fire insurance	4000	By Refund of income tax	40,000
To Advertising	10,000		
To Interest on capital	5,000		
To Bank Interest	15,000		
To Depreciation	35,000		
To Provision for Sales tax	15,000		
To Provision for income tax	20,000		
To Net profit	370000		
	6,00,000		6,00,000

Other information:
1. Actual income tax paid Rs. 10,000
2. Actual bad debts written off Rs. 20000
3. Actual sales tax paid Rs. 38,000
4. Actual depreciation Rs. 48,000
5. Advertising expenses paid in cash.

OR

Q.2(B)   Mr. Mohith sold a house property for Rs. 40,00,000 in June 2017. Its cost of   8 M
construction in 1978 was Rs. 1,75,000 (FMV as on 01.04.2001 was Rs.3,90,000). In
2002-03, he agreed to sell it to Mr. Kedar for Rs. 32,00,000 and received an
advance of Rs.40,000. But Mr. Kedar failed to buy the house and Mr. Mohith
forfeited the amount of advance. Compute capital gains. [CII 2016-17: 264; 2001-
02: 100. 2002-03: 105, 2017-18: 272]

Q.3(A)	Critically analyze various deductions allowed to a company under section 80 of the income tax 1961.	8 M

OR

Q.3(B)	The total income of Sai Kethan Ltd., a domestic company, computed under the normal provisions of Income Tax Act is Rs.2,50,000. However, the Book Profits of the company (calculated as per section 115JB) amount to Rs.8,50,000. Calculate the tax liability of company for the assessment year 2018-19.	8 M

Q.4(A)	Enumerate the areas of Tax planning variables for Indian collaboration in Joint ventures for making payments abroad.	8 M

OR

Q.4(B)	Critically assess the tax consideration pertaining to capital structure and dividends policy by a corporate client.	8 M

Q.5(A)	Distinguish between the following:	8 M

1. Tax evasion and Tax avoidance
2. Tax planning and tax management

OR

Q.5(B)	State the main ingredients which make tax planning & legitimate exercise.	8 M

Q.6	**Case Study**	10 M

Nanda an Indian resident, furnishes the following particulars of his income for the asse year 2018-2019 you are required to deal with set-off and carry forward of losses:

1. Income from securities (gross) Rs. 1000
2. Income from residential house (computed) RS. 5000
3. Profit from rayon business Rs. 25000
4. Income from an agency business Rs. 2000
5. Speculation income Rs. 4,000
6. Short – term capital gain Rs. Rs. 4000
7. Long term capital gain Rs. 9,500

The carry forward items from the assessment year 2017-18.
1. Loss from hosiery business (discounted in 2017-18) Rs. 4,000
2. Loss in agency business Rs. 3,000
3. Loss from rayon business Rs. 3000
4. Speculation loss Rs. 4,000
5. Short – term capital loan Rs. 6,000
6. Long – term capital loss Rs. 6500
7. Current year's depreciation for rayon business Rs. 500.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year I Semester (R16) Regular End Semester Examinations – December 2018
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3Hrs   Max Marks: 50

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 Evolution of CRM.	8 M
	OR	
Q.1(B)	Write short notes on i) Relation Selling Concept ii) Role of CRM in building Customer Relationship	8 M
Q.2(A)	Illustrate the steps involved in Target Marketing.	8 M
	OR	
Q.2(B)	How do you measure Customer Satisfaction?	8 M
Q.3(A)	Elucidate the challenges in acquiring and retaining customer and explain the strategies for Customer Acquisition.	8 M
	OR	
Q.3(B)	Write short notes on i) Complaint Management ii) Sales Force automation	8 M
Q.4(A)	Write short notes on i) Data Mining for CRM ii) CRM Software Packages iii) Role of interactive technologies in CRM	8 M
	OR	
Q.4(B)	Illustrate about Open Source Software? Recommend the most Prominent Open Source Software tools for CRM.	8 M
Q.5(A)	Enumerate the barriers in implementation of CRM and Strategies to overcome these barriers.	8 M
	OR	
Q.5(B)	List out and explore the steps involved in Planning and implementation of CRM project.	8 M
Q.6	**Case Study**	10 M
	Sri Ram Tech CRM wishes to offer a full suite of customer relationship management software specially made for public transport organizations dealing directly with travelers. They are aimed at increasing revenue, travel, customer satisfaction and operational efficiency. State and explain the top five CRM modules which are essential to be implemented by Sri Ram Tech CRM.	

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2018
LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: 3Hrs   Max Marks: 50

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 Logistics Management? Explain advantages and disadvantages of various modes of Transportation of goods.	8 M
	OR	
Q.1(B)	Write sort notes on i) Warehouse Management ii) Role of Logistics in Customer Service iii) Automation and Outsourcing	8 M
Q.2(A)	What is Distribution Channel Management? Explain the various channel patterns and formants of Distribution.	8 M
	OR	
Q.2(B)	Explain the latest trends of logistics in 21st Century.	8 M
Q.3(A)	What is Supply Chain Management? Explain the role of Managers in Supply Chain Management.	8 M
	OR	
Q.3(B)	Discuss the role of various levels of participants in Supply Chain Management.	8 M
Q.4(A)	Explain the evolution of Marketing Channels.	8 M
	OR	
Q.4(B)	Write short notes on i) Vertical Marketing System ii) Horizontal Marketing System iii) Hybrid Channel System	8 M
Q.5(A)	What is Supply Chain Relationship? Discuss Strategies for Conflict Resolution.	8 M
	OR	
Q.5(B)	What is Bull Whip Effect in supply Chain and how it is measured? Describe the major impact of Bullwhip effect on supply chain.	8 M
Q.6	**Case Study**	10 M

Accenture is helping Siemens forecast and plan for high performance.

As a leader in one of the world's most competitive and cost-intensive industries, Siemens Networks is under constant pressure to keep costs down while enhancing service. A proven way to reach these twin goals is with high-quality forecasting. In fact, Accenture research shows that companies committed to high performance

are usually the biggest and smartest investors in technology that helps them align supply with demand, and maximize enterprise-wide visibility of forecast data. Strongly committed to the above goals, Siemens Networks has invested heavily in planning and forecasting tools, and is constantly measuring the value that these applications provide. However, the company recently determined that its traditional approach—combining homegrown, Web-based tools with a best-of-breed demand planning solution—was not producing the functional fit or user acceptance that the organization needed. The core weakness was low forecast accuracy that, in Siemens' build to- order environment, was causing component-supply problems, delaying deliveries and upsetting customers. Clearly, the company's forecasting technologies and processes needed an overhaul. Accenture was selected to help Siemens Networks achieve high performance through improved planning and forecasting. Figuring most prominently in the choice was the supply chain planning expertise Accenture demonstrated during an initial blueprint phase, and its ability to leverage cost optimized local and remote resources, split evenly between Germany and its Supply Chain Center of Excellence in Barcelona. Another factor was Accenture's Global Delivery Network of large-scale, multi-purpose facilities in diverse locations, complemented by specialized centers such as the Supply Chain Center of Excellence in Barcelona. Use of Accenture Delivery Centers have been shown to reduce service-delivery costs by up to 25 percent, while increasing overall quality and reducing risk.

1) Analyze the firm's strategies?
2) How should the firm plan its future to take the performance to next level?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R16) Regular End Semester Examinations – December 2018
FINANCIAL INSTITUTIONS MARKETS & SERVICES

Time: 3Hrs   Max Marks: 50

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 the Financial System and briefly elucidate its functions.	8M
	OR	
Q.1(B)	Write about Financial Intermediaries in the Indian financial system & bring out their features.	8M
Q.2(A)	Briefly mention the role & responsibility of RBI?	8M
	OR	
Q.2(B)	What are the instruments in Money Market? Explain them.	8M
Q.3(A)	What is the Primary Market? Explain its functions.	8M
	OR	
Q.3(B)	Explain about Capital Market Reforms.	8M
Q.4(A)	Write about the process to list in Stock Exchanges? Stock Broker qualifications in detail.	8M
	OR	
Q.4(B)	Describe the functions and powers of the Stock Exchange?	8M
Q.5(A)	Describe about Hire Purchase and Leasing in detail.	8M
	OR	
Q.5(B)	Elucidate about various Credit Rating Agencies in India.	8M
Q.6	**Case Study**	10M

The NPS, which was introduced by the central government in January 2004 for its new entrants and subsequently extended to the private sector in May 2009, has accumulated a corpus of Rs 33,000 crore contributed by 50 lakhs subscribers. National Pension Scheme (NPS) regulated by Pension Fund Regulatory and Development Authority (PFRDA) earned double digit returns of as much as 14.19 percent during 2012-13. The pension scheme for other than government employee with investment focus on corporate debt generated return of 14.19 percent while investment in government debt earned 13.52 percent. Pension scheme for central government earned a return of 2.39 percent while the scheme for state government generated 13 percent. It is not only the cheapest retirement product but also as the highest returns generating scheme.

Last year PFRDA has issued revised guidelines for registration of pension fund managers to manage NPS for private sector, under which eight Pension Fund Managers have been registered so far. The fund manager's are SBI pension Funds Pvt Ltd, UTI Retirement Solutions Ltd., LIC Pension Fund Ltd., Kotak Mahindra Pension Fund Ltd., Reliance Capital Pension Fund Ltd., ICICI Prudential Pension Funds Management Ltd, HDFC Pension Management Co Ltd and DSP Black Rock Pension Fund Managers Pvt Ltd. Pension fund managers are now allowed to prescribe their own fee subject to ceiling of 0.25 percent to enable an economically viable model for their operations. PFRDA also recently revised its investment guidelines, with a view to improve performance of pension fund managers by direct investment in equity and corporate debt and not through mutual funds etc.

Question

Trace the growth prospects and analysis the features of New Pension Scheme

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R16) Regular End Semester Examinations – December 2018
(Regulations: R16)
RETAIL MANAGEMENT STRATEGY

Time: 3Hrs   Max Marks: 50

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 Retailing. Discuss the Factors behind the change of Indian Retailing Industry.	8 M
	OR	
Q.1(B)	Explain Wheel of Retailing.	8 M
Q.2(A)	Elucidate the structure of buying population and their behavior with examples.	8 M
	OR	
Q.2(B)	Write the following: A) Immigration and Emigration B) Metro Geography and Non-metro geography	8 M
Q.3(A)	What is meant by Retail Strategy? Explain in detail the strategic retail planning process.	8 M
	OR	
Q.3(B)	Describe the importance of target market and retail format in retail market strategy.	8 M
Q.4(A)	Write the following: A) Personal Selling B) Public Relations	8 M
	OR	
Q.4(B)	What is Promotion? Discuss the importance of retail promotion program and the various methods for communicating with customers.	8 M
Q.5(A)	What are the legal and ethical issues in managing in store personnel?	8 M
	OR	
Q.5(B)	Discuss how theft preventions can be planned by a retailer.	8 M
Q.6	**Case Study**	10 M

Distribution Channel

Rajesh and Santhosh are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they 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 Rajesh and Santhosh fund raising was a serious handicap for mass production. However, the first trail batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for supply of 20kgs every day. Now mushrooms industry is run by small entrepreneurs, like Rajesh and Santhosh. 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:

1. How will you advice Rajesh and Santhosh, as how to increase customer awareness about the Mushrooms?

2. How do you suggest in a graphical way the distribution channel for Mushrooms for Rajesh and Santhosh?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBAII Year I Semester (R16) Regular End Semester Examinations –December 2018
DIGITAL MARKETING

Time: 3Hrs   Max Marks: 50

> 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 about the Digital Marketing Process and explain various steps involved in Digital Marketing.	8 M
	OR	
Q.1(B)	Should companies have a blog? How can they use blog to promote their business?	8 M
Q.2(A)	Elucidate the Goodle's guidelines for search engine optimisation?	8 M
	OR	
Q.2(B)	Distinguish PPC and SEO with respect to their advantages and disadvantages.	8 M
Q.3(A)	Illustrate the LinkedIn functioning. What are its target market and its benefits?	8 M
	OR	
Q.3(B)	Which social media is used to promote the following ads? Explain. 1. Local ads 2. Image ads 3. LinkedIn ads 4. Video ads	8 M
Q.4(A)	Demonstrate about how to write the content for social media and describe the role of Key Words?	8 M
	OR	
Q.4(B)	Enumerate the different varieties of You tube ads? How do companies efficiently use them?	8 M
Q.5(A)	Analyze the concept of Brand Management. How do digital marketing helpful in brand management?	8 M
	OR	
Q.5(B)	Examine the functioning, role and different responsibilities of the Web Marketing Manager.	8 M
Q.6	**Case Study**	10 M

An economy expands and education becomes widespread, more and more family units have two or more earning members. The traditional role of men as the bread winner is diminishing as women enter the workforce. Society is transforming by the expanding ranks of working women. The changing role of women has already affected consumer advertising, politics and other recreational activities.

Many Marketers have leaped into the multibillion dollar "working women" market with mixed results. They are offering everything from working women magazines to seminars on climbing the corporate ladder. Women no longer find their identity and self esteem in clean, brighter – than bright kitchen and house.

Two-income families share decisions absolute purchase from banking service to bleach. They want plenty of product information which is equally appealing to men and women. Women aren't necessarily doing all of the shopping and mean preparation any more. Men, children and especially teenage girls are making choices of food and other products. New products that promise more leisure will also win favor among employed women. Today's two – income family earn more than the average family but saves a smaller than average proposition of its income. The working couple buys more clothes, cosmetics, transportation, domestic services, child care, restaurant meals and readymade food.

Questions:

1. With more women working why the traditional advertising concept should be changed?

2. In developing new household products how should the marketer target the buying population?

<div align="center">***END***</div>