

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
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 Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A) Define OR. Examine the various applications of OR. Marks CO BL
10M 1 5

OR

Q.1(B) Solve the L.P.P. by graphical method. 10M 1 3
Maximise: $Z = 3a + 2b$
S.T. $1a + 1b \leq 4$, $1a - 1b \leq 2$, both a and b are ≥ 0

Q.2(A) Five jobs are to be assigned to 5 machines to minimize the total time required to process the jobs on machines. The times in hours for processing each job on each machine are given in the matrix below. By using assignment algorithm make the assignment for minimizing the time of processing. 10M 2 4

Jobs	V	W	X	Y	Z
A	2	4	3	5	4
B	7	4	6	8	4
C	2	9	8	10	4
D	8	6	12	7	4
E	2	8	5	8	8

OR

Q.2(B) Four factories, A, B, C and D produce sugar and the capacity of each factory is given below: Factory A produces 10 tons of sugar and B produces 8 tons of sugar, C produces 5 tons of sugar and that of D is 6 tons of sugar. The sugar has demand in three markets X, Y and Z. The demand of market X is 7 tons, that of market Y is 12 tons and the demand of market Z is 4 tons. The following matrix gives the transportation cost of 1 ton of sugar from each factory to the destinations. Determine the Optimal Solution for least cost transportation cost. 10M 2 5

Factories	Cost in Rs. per ton (\times 100) Factories. Markets.			Availability in Tons
	X	Y	Z	
A	4	3	2	10
B	5	6	1	8
C	6	4	3	5
D	3	5	4	6
Requirement in Tons	7	12	4	

Q.3(A) Write short notes on 10M 3 5
a) Pure Strategies b) Mixed Strategies c) Payoff Matrix d)
Maximin and Minimax Principle

OR

- Q.3(B) Determine optimal strategies of Player A and B and value of game by using dominance rule. 10M 3 2

		Player A		
		I	II	III
Player B	I	3	-1	3
	II	-3	3	-1
	III	-4	-3	3

- Q.4(A) Define Simulation. Explain the Monte-Carle simulation process. 10M 4 3

OR

- Q.4(B) The maintenance cost and resale value per year of a machine whose purchase price is Rs. 7000/- is given below: 10M 4 4

Year	1	2	3	4	5	6	7	8
Annual Maintenance Cost in Rs	900	1200	1600	2100	2800	3700	4700	5900
Resale Value	4000	2000	1200	600	500	400	400	400

Analyze the time period, When should the machine be replaced?

- Q.5(A) People arrive at a cinema ticket booth in a Poisson distributed arrival rate of 25 per hour. Service rate is exponentially distributed with an average time of 2 per min. 10M 5 3

Calculate the mean number in the waiting line, the mean waiting time, the mean number in the system, the mean time in the system and the utilization factor?

OR

- Q.5(B) ABC construction company has following activities and duration in weeks 10M 5 5

Activity	1-2	1-3	1-4	2-5	3-5	4-6	5-6	5-8	6-8
Duration in weeks	5	4	6	4	7	8	5	6	4

Answer the following questions

- Draw the Network Diagram.
- Determine the Critical Path and Total Project Duration.
- Estimate Total Float of each activity.

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

Dr Strong is dentist who schedules all per patients for 30 minutes appointments. Some of the patients take more or less than 30 minutes depending in 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.

Categories	Filling	Crown	Clearing	Extraction	Checkup
Time Required (Min)	45	60	15	45	15
Prob of Category	0.40	0.15	0.15	0.10	0.20

Simulate the dentists clinic for four hours and determine the average waiting time for the patients as the illness of the doctor. Assume that all the patients show up at the clinic at exactly their scheduled arrival time starting at 8.00 am. Use the following random numbers for handling the above problem: 40, 82, 11, 34, 25, 66, 17, 79.

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
STRATEGIC 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.

		Marks	CO	BL
Q.1(A)	Elucidate the Strategic Management Process.	10M	1	2
OR				
Q.1(B)	Examine the role of Board of Directors in Strategic Planning.	10M	1	3
Q.2(A)	Articulate BCG Matrix as tool of Strategic Management.	10M	2	3
OR				
Q.2(B)	Summarize Balanced scorecard and Sustainable advantage.	10M	2	2
Q.3(A)	Outline the Strategic options at Business Level and at functional level	10M	3	4
OR				
Q.3(B)	Explain offensive-defensive strategies of organization	10M	3	1
Q.4(A)	Discuss the Interdependence of Formulation and Implementation.	10M	4	2
OR				
Q.4(B)	Evaluate reasons for Strategy failure and Methods to overcome.	10M	4	5
Q.5(A)	Discuss the functions and role of the strategist.	10M	5	2
OR				
Q.5(B)	Discuss the reasons and process of firm's internationalization.	10M	5	2
Q.6	Case Study	10M	3	2
	<p>In March 2001, the McDonald's Corporation's Indian operation was at a critical juncture in its evolution. Over the previous few months, the company had expanded its retail base from Mumbai (10 outlets) and Delhi (14 outlets) to Bangalore (one outlet), Pune (one outlet), Jaipur (one outlet) and the Delhi-Agra highway (one outlet). During 2001, McDonald's had plans to open 15 more outlets with one each in Ludhiana and Ahmedabad and the rest in cities where it already had a presence. By 2003, the company planned to increase the number of outlets to 80 and the cumulative investment in India to more than Rs 10 billion. (The approximate exchange rate in March 2001 was Rs 46.50 = US\$1.) This would represent a threefold increase over the cumulative investment until June 2000 (Rs 3.5 billion). Three other cities (Agra, Baroda and Chandigarh) would also have at least one McDonald's outlet by 2003. The Indian venture had been operational for more than four years and had recorded healthy growth but no profits. Commenting on</p>			

the progress until that point in time, VikramBakshi (McDonald's partner in Delhi) said: 'Our growth and expansion in India over the last three years has definitely been very encouraging.' Only a few months previously, Amit Jatia (McDonald's other partner in charge of the Mumbai outlets) had said: 'We are still to recover our investment. You need a very large base and break-even is normally after seven to ten years.' Despite the venture's lack of profits, Jatia also showed his enthusiasm for expansion when he said, 'Having cracked the Indian market, McDonald's is ready to leverage its initial investments in infrastructure to rapidly expand.' Observers were wondering about the appropriateness of McDonald's bold strategic move. Was the additional investment wise, especially in view of the lack of profitability of the existing operations? Since many of the new cities to be entered were less Westernised than Mumbai or Delhi, many observers doubted whether the demand potential would be sufficient to justify the economic operation of outlets. The cost and availability of prime real estate in major Indian cities was another issue. Opening a new outlet required an average investment of Rs 30 million. In Mumbai and Delhi, where prime real estate was expensive, the investments could be higher. Finally, some analysts doubted whether McDonald's could afford to spend big amounts on advertising to create a strong brand-name reputation if its outlet base and customer base remained relatively narrow.

1. What strategies do the organization need to follow in International context?
2. Explain the strength and weakness of McDonald's Corporation in Indian context

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022 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.

		Marks	CO	BL
Q.1(A)	Define Globalization? What are the stages of globalization?	10M	1	1
OR				
Q.1(B)	Elucidate Theories of International Trade, brief any two theories?	10M	1	2
Q.2(A)	Discuss about three major elements of the Bretton Woods Agreement?	10M	2	2
OR				
Q.2(B)	Review the different Methods of payment in international trade.	10M	2	4
Q.3(A)	Examine the rules and regulations of WTO?	10M	3	4
OR				
Q.3(B)	Explain the benefits of strategic alliances in international Trade?	10M	3	2
Q.4(A)	Analyze the issues of international human resource management?	10M	4	4
OR				
Q.4(B)	Discuss about international Marketing strategies and different stages in product life cycle.	10M	4	6
Q.5(A)	Discuss about the 3 types of international trade?	10M	5	2
OR				
Q.5(B)	Evaluate the importance of EXIM Policy of India?	10M	5	4
Q.6	CASE STUDY	10M	2	4

Mahindra & Mahindra

Mahindra & Mahindra (M & M) is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001.

M & M has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. M & M has a 100 per cent subsidiary in USA, Mahindra USA, with a strong network of 100 dealers.

Mahindra has a five per cent market share in the US market in the 20-30 horse power (HP) range.

As a part of the strategy aimed at building a global supply chain, Mahindra USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam

group, according to which Mahindra will source high horsepower (mostly 25-40 hp range) and sell them around the world under the M & M brand name. To start with, the premium range of tractors will be sold in the US. M & M's current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have a must for a strong presence in the US market.

Questions

- 1) What are the advantages and disadvantages of global sourcing?
- 2) How will the foreign market expansion help M & M?

END

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**MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
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.

		Marks	CO	BL
Q.1(A)	What is investment? Explain objectives and features of Investment?	10M	1	2
OR				
Q.1(B)	Distinguish between Primary and Secondary Market.	10M	1	3
Q.2(A)	Define risk. Explain various types of risks in detail	10M	2	2
OR				
Q.2(B)	The return on security A and B are given Below. Give the security of your Preference. Which security has to be selected on the basis of risk?	10M	2	3

Probability	Security A (%)	Security B (%)
0.5	4	0
0.4	2	3
0.1	0	3

Q.3(A)	How does technical analysis differ from the fundamental analysis	10M	3	4
OR				
Q.3(B)	Explain the utility of the economic and state the economic factors considered for this analysis.	10M	3	2
Q.4(A)	Illustrate graphically how CAPM can be used for assessing whether a security is underpriced, overpriced and correctly priced?	10M	4	4
OR				
Q.4(B)	The estimation of the standard deviations and correlation coefficients for three stocks are given below.	10M	4	3

Stock	Standard deviation	Correlation with stock		
		A	B	C
X	30	1.00	-0.80	0.40
Y	26	-0.80	1.00	0.65
Z	18	0.40	0.65	1.00

If Portfolio is constructed with 15 percent of stock-A, 50 percent of stock-B and 35 percent of stock-C, what is the portfolio standard deviation?

Q.5(A) Illustrate passive and Active Portfolio Management 10M 5 4
OR

Q.5(B) Consider the following information for three mutual funds, A, B, C and the market 10M 5 3

Fund	Return (%)	Standard deviation (%)	Beta
A	12	18	1.1
B	10	15	0.9
C	13	20	1.2
M(Market index)	11	17	1.00

The mean risk-free rate was 6 percent. calculate the Treynor measure, Sharpe measure, and Jensen measure for the three mutual funds and the market index and interpret the performance of the Mutual funds.

Q.6 **CASE STUDY** 10M 2 4

The returns on security y and the return on BSE index for a 10- years period. calculate the Systematic risk of security Y..

year	Return on security Y (%)	Return on BSE index (%)
1	10	12
2	6	5
3	13	18
4	-4	-8
5	13	10
6	14	16
7	4	7
8	18	15
9	24	30
10	22	35

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
DIGITAL 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.

	Marks	CO	BL
Q.1(A) What do you mean by Digital Marketing? Discuss its importance and scope.	10M	1	2
OR			
Q.1(B) Classify the different types of websites with suitable examples.	10M	1	4
Q.2(A) Explain Online advertisement. How it is benefit to Organization?	10M	2	2
OR			
Q.2(B) Illustrate types of search engine with examples.	10M	2	3
Q.3(A) Analyze the impact of social media in Search.	10M	3	4
OR			
Q.3(B) Describe the concepts of Creative Ads and Google Ad words with examples.	10M	3	1
Q.4(A) Examine the concept of Face book Ad Manager with diagram.	10M	4	3
OR			
Q.4(B) Evaluate the process to create you tube channel.	10M	4	5
Q.5(A) Explain the tools to monitor online brand reputation.	10M	5	2
OR			
Q.5(B) Outline ethics in Digital Marketing.	10M	5	4
Q.6	CASE STUDY	3	2

Lays-Smile DekeDekho

Lay's is a potato chips initiative from the parent company Pepsi Co that initiated the 'Smile Deke Dekho campaign' in October 2019. The unique selling proposal was that the brand promoted the message of how a simple smile can connect different individuals universally and simultaneously convey the emotions and the mood effortlessly through each flavour and packet of chips. The uniqueness of the initiative was engaging the influencers on various social platforms in advertising the brand for them. Not only that Lay's customised more than 350 curated packs for the Influencers.

1. Explain the advertising campaign used by the Lays parent company.
2. Describe the social media marketing benefits of Lays parent company.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
HR 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.

		Marks	CO	BL
Q.1(A)	Write about Objectives and Importance of HR Analytics in emerging technologies	10M	1	2
OR				
Q.1(B)	Illustrate different stages in HR analytics with suitable examples.	10M	1	2
Q.2(A)	Explain Non-parametric tests in HR Research.	10M	2	4
OR				
Q.2(B)	What are the benefits of using Excel and Google Sheets in HR analytics? Explain.	10M	2	5
Q.3(A)	Evaluate the role of metric 'employee turnover' in mitigating the risk of losing talent in organizations.	10M	3	5
OR				
Q.3(B)	Evaluate the causes and impact of employee turnover in business organizations.	10M	3	5
Q.4(A)	In an organization, competency of 120 employees were assessed. Out of which it was found that competencies of 80 employees were either acceptable or better. Find out the competency rate for the said group and comment on you answer.	10M	4	5
OR				
Q.4(B)	"Performance feedback helps employee grow in organization and career" Evaluate the statement with valid points.	10M	4	5
Q.5(A)	Employee engagement has gained significance in business organizations times. Justify the statement with valid points.	10M	5	5
OR				
Q.5(B)	Direct compensation was calculated as \$ 50,000 per annum. Indirect compensation was calculated as \$ 30,000. Further total operating cost was found to be \$120,000. Calculate total compensation spend rate.	10M	5	4

Adam, was in-charge of the orientation programme for the organization Towers. Recently, Roy joined the organization and Adam was required to orientate him. On Roy's first day of work, Adam brought him around the organisation for introduction to the rest of the staffs. In the afternoon, during the HR briefing, Adam mentioned to Roy that there was a mentor system in place. Roy requested to opt for a mentor. Adam was supposed to get a mentor for Roy, unfortunately, this issue was clearly forgotten by Adam due to his busy schedule as he was involved in other HR matters as well and he did not follow up with Roy's request promptly.

One week later, Adam met Roy in a lunch gathering and Adam greeted Roy and asked him casually if he has adapted well to his job. Roy, asked Adam blatantly and angrily where is his mentor that he had requested. At that moment, Adam recalled on the existence of this request and unwittingly told Roy that he thought Roy was joking with him on the request for a mentor as he did not want to admit to Roy that he had clearly forgotten about the whole issue. Roy was very angered by Adam's response and told him off that he was very serious in getting a mentor and that its Adam's responsibility to do so. Adam, clearly embarrassed and guilty about his mistake, apologized immediately and promised to get him a mentor.

On the very day, a mentor- Sam, was found for Roy. Roy was very unhappy with Adam and asked Adam to arrange a meeting session with his mentor. Adam explained to Roy that his mentor is currently out of town and will only be back the next day. Roy kept quiet and Adam unknowingly thought that Roy has understood the organization's practice.

The following day, Roy had a feedback session with his manager, and Adam was called upon to sit in. Roy brought up the issue of Adam's failure to get him a mentor promptly and that he was not introduced to his mentor at all. He complained about Adam as he felt that he was not doing his job at all. Adam tried to explain to Roy and his manager about what happened and also reassured Roy that he will take his suggestions of improving on the system and was apologetic about the issue. Roy was still very unhappy with Adam and continued telling Adam off in front of his manager.

Questions

1. Analyze the case and find out the problem(s) in the case.
2. According to you, how can Mr. Adam resolve the problem with Mr. Roy?
3. If you are the manager of Roy, what kind of solution you offer to solve the problem?

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
FINANCIAL DERIVATIVES

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.

	Marks	CO	BL
Q.1 (A) Explain the term derivatives? Explain the advantages of derivatives with special reference to India	10M	1	2
OR			
Q.1 (B) Explain the origin and Growth of Financial Derivatives in India.	10M	1	2
Q.2 (A) Calculate the price of forward contract using the following data: Price of the share : Rs.75 Time to expiration : 9 months Dividend expected :Rs.2.20 per share Time to Dividend : 4 months Continuously compounded risk free rate of return 12% per annum	10M	2	5
OR			
Q.2 (B) Compare and contrast between forward and futures contract in detail?	10M	2	5
Q.3 (A) The stock price of Reliance industries in stock market is Rs. 450 and two months option price is Rs.20 per share at what price the option will be at the money, out of the money, in the money for both call option and put option.	10M	3	5
OR			
Q.3 (B) Distinguish between Call options and Put options in detail.	10M	3	4
Q.4 (A) Define an Option Contract and explain its features and types of option contract?	10M	4	1
OR			
Q.4 (B) From the following details calculate the profit or loss for option buyer and for option seller. Option contract is made on shares of XYZ Ltd. The strike price of the share is Rs. 260. The time period of Option contract is 3 months. The expected market price at the time of expiration may be a) Rs.280 b) Rs.240 c) Rs.275 Option premium Rs.7.5 for each share. The size of the option contract is 500 shares.	10M	4	5

Q.5 (A) Analyze various types of Swaps and illustrate its features? 10M 5 4

OR

Q.5 (B) A Company has agreed to pay six-months MIBOR and receive 8.4 percent per annum (with semi annual compounding) on a notional principal of Rs.100 Million. The swap has remaining life of 1.25 years, rates for 3-months, 9 – months and 1.25year maturities are 10.2%, 10.5% and 11%. The six months MIBOR rate at the last payment was 10.20% (with semi annually compounding). Determine the value of interest rate swap. 10M 5 5

Q.6

CASE STUDY

4 5

A Stock future has a contract Size of 100 shares

An Investors buys one December stock future contract on 1 November at Rs. 400 per share.

The Initial Margin is 10% on Contract value.

The Maintenance margin is 75% on initial margin

The Share prices for 10 days is as given below

Day	Share price	Day	Share price
NOV-1	400	NOV-8	387
NOV-2	403	NOV-9	394
NOV-3	398	NOV-10	401
NOV-4	390	NOV-11	405
NOV-5	392	NOV-12	410

You are required to prepare Buyers Account (Long position) and Sellers account (short position) under the mechanism of Mark -to-Market

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022

RETAIL 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.

		Marks	CO	BL
Q.1(A)	Evaluate the factors behind the change & improvements of Indian retailing industry.	10M	1	5
OR				
Q.1(B)	Discuss the classification of Indian retailers.	10M	1	2
Q.2(A)	Explain the Steps in building sustainable competitive advantage.	10M	2	2
OR				
Q.2(B)	Discuss the impact of Strategic positioning in retail markets.	10M	2	5
Q.3(A)	Elaborate the Sales promotion Techniques commonly used by Retailers and discuss why they are given.	10M	3	3
OR				
Q.3(B)	Why the 'rule of thumb' is a clever marketing tool and explain the logic behind it.	10M	3	5
Q.4(A)	Infer the effective methods of Space management with available space in retail marketing.	10M	4	5
OR				
Q.4(B)	Explain the types and effective range of physical visual merchandising components.	10M	4	2
Q.5(A)	Analyze the Pros and cons of Online Retailing	10M	5	4
OR				
Q.5(B)	Compare Service Retailing, How it is different from product retailing.	10M	5	5
Q.6	CASE STUDY	10M	5	5

The COVID-19 pandemic has upended the retail industry, forcing the closure of physical stores and causing uncertainty for the future of the in-store experience. These abrupt shifts have left many retailers scrambling to effectively serve customers through other channels. Digital-first and omnichannel retailers have pivoted more easily, but retailers that prioritized physical stores and face-to-face engagement over omnichannel strategies have struggled to respond.

For retailers, the starting point matters in a crisis. Organizations that can quickly reimagine their omnichannel approach to create a distinctive customer experience will recover faster from the pandemic. Analysis of the financial crisis of 2008 shows that customer experience

leaders saw a shallower downturn, rebounded more rapidly, and achieved three times the total shareholder returns in the long run compared with the market average

The savviest retailers have spent years creating omnichannel strategies that blend physical and online channels to engage consumers in the channel of their choosing. COVID-19's impact on customer behavior has reshuffled the deck. In-person interaction has dramatically changed or been supplanted by digital engagement, and early indications suggest that much of this shift may endure in the long term. E-commerce sales in apparel, department stores, and beauty products have increased by nearly ten percentage points, on average, since the onset of the pandemic. In grocery, e-commerce penetration, which has risen from 2 to 3 percent before the crisis to 8 to 10 percent during its peak, is expected to settle at twice the previous "normal" level, 5 to 7 percent, by year's end.

Questions

- a. Discuss the five actions to build their strong customer experience in the above case.
- b. Explain how Covid-19 affects the Retail sector.
- c. How does this recession compare to previous ones?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022

INDUSTRIAL RELATIONS AND LABOUR CODES

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.

		Marks	CO	BL
Q.1(A)	Explain the approaches of industrial relations in India.	10M	1	2
OR				
Q.1(B)	Explain about duties and responsibilities of both employer and employee as prescribed in OSG code 2020.	10M	1	2
Q.2(A)	Explain the social security and cess in respect of building and other construction workers and its need.	10M	2	2
OR				
Q.2(B)	Elaborate the need for employee's provident fund by elaborating it as per code on social security 2020.	10M	2	2
Q.3(A)	Write about the following a. Minimum Wages b. Payment of Wages	10M	3	2
OR				
Q.3(B)	Explain the concepts of payment of dues, claims, and audit under code on wages, 2019.	10M	3	4
Q.4(A)	Describe the approaches in Industrial Relations and also its significance.	10M	4	4
OR				
Q.4(B)	Elucidate the process of addressing the individual grievances as per the Industrial Relations Code 2020.	10M	4	4
Q.5(A)	Write a note on the voluntary reference of the dispute to arbitration in detail.	10M	5	2
OR				
Q.5(B)	Describe the Mechanism for resolution of industrial disputes as per Industrial relation code 2020.	10M	5	2
Q.6	CASE STUDY	10M	5	5

Foot comfort was India's largest manufacturer and marketer of footwear products. For years, Foot comfort reasonably priced, sturdy footwear had made it one of India's best-known brands. The company provided employment to over 15,000 people in its manufacturing and sales operations throughout India. Despite all its successes, Foot comfort had one problem, that was its labor. The workers resorted to strikes at the slightest provocation throwing production schedules out of gear. They blame perennial problems for the management. On one occasion, the

company's factory at Calcutta remained closed for four and a half months because the union was against the policy of outsourcing. Foot Comfort had started outsourcing the complete manufacture of the power range of shoes to China. The company had been outsourcing only the assembly and sewing line jobs earlier. The workers felt, the decision had resulted in lower income for them and they also feared that they could lose their jobs in the future if this trend continued. For the first time in its history, the company remained dysfunctional for more than four months. The workers threatened the management that they would make their strike intensive and garner support from all other unions. The main demand of the trade union was that either their salaries would have to be increased or the outsourcing of the work to China had to be stopped. Management entered into a long-term agreement with the workers and trade unions at Bangalore and Faridabad so that they would not be disrupting the work in the future. This agreement regarding wages was valid for a year. Despite the above agreement, a lockout was declared at the Foot Comfort factory in Bangalore, with the new leadership of the union had refused to abide by the wage agreement. Following the failure of its negotiations with the union, the management decided to go in for a lockout. The footwear manufactured in the factory could be shifted to the company's other factories. The negotiation process started again and the company got an undertaking from the factory employees that they would resume work and phase-out of welfare schemes to cut down costs. There was dissatisfaction among the workers.

Questions:

1. Maintaining good industrial relations have always been a problem for Foot comfort. Why? How do you think Foot Comfort can maintain sound industrial relations?
2. Do you think it is right to phase out welfare schemes to cut costs? Give reasons for your answer.

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
CORPORATE TAX 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.

- | | | Marks | CO | BL |
|-----------|---|-------|----|----|
| Q.1(A) | Write Short notes on (i) Person (ii) HUF (iii) Previous Year (iv) Total Income? | 10M | 1 | 1 |
| OR | | | | |
| Q.1(B) | Outline the Incomes exempt from Tax applicable to Corporate Assesseees? | 10M | 1 | 2 |
| Q.2(A) | The following is the Profit and Loss Account of Mr. Rao for the year ending 31 st , March, 2021. | 10M | 2 | 5 |

Particulars	Amount	Particulars	Amount
To Office Salary	2,06,500	By Gross Profit	4,36,750
To Bad Debts written off	1,700 3,000	By Commission	1,250
To Provision for bad debts	53,800	By Discounts	500
To Advertisement	550	By Sundry Receipts	200 3,600
To Fire Insurance Premium	52,750	By Rent of Building	3,000
To General Expenses	1,200	By Profit on sale of Investments	
To Depreciation	2,000		
To Interest on Capital	1,300		
To Interest on Bank Loan (Due)	1,22,500		
To Net Profit			
	4,45,300		4,45,300

The amount of Depreciation is Rs 1,000. Interest on Bank loan was paid on 1.08.2020. Due date of filing of return is 31.07.2020.
Compute the Taxable Business Income Mr. Rao.

OR

- | | | | | |
|--------|--|-----|---|---|
| Q.2(B) | Define Business U/S 2 (13). Elaborate on the percentage of depreciation chargeable under various Block of Assets U/S 32. | 10M | 2 | 2 |
|--------|--|-----|---|---|

Q.3(A) Illustrate in detail the Special Provisions for payment of Income tax by certain companies or Minimum Alternative Tax (MAT) on Companies U/S 115JB. 10M 3 4

OR

Q.3(B) Mr. Ramesh, an Indian citizen, furnishes the following particulars of his income from the Assessment year 2020-21. You are required to deal with set-off and Carry forward of losses. 10M 3 5

Particulars	Amount (in Rs.)
1. Income from Securities (Gross)	10,000
2. Income from residential house (Computed)	5,000
3. Profits from Rayon Business	25,000
4. Income from an agency business	2,000
5. Speculation Income	2,000
6. Short-term Capital gain	4,000
7. Long-term Capital gain	9,500

The Carry forward items from the Assessment year 2019-20 are:

Particulars	Amount (in Rs.)
1. Loss from textile business (discontinued in 2017-18)	4,000
2. Loss in agency business	3,000
3. Loss from Rayon Business	3,000
4. Speculation Loss	4,000
5. Short-term Capital loss	6,000
6. Long-term Capital loss (of previous year 2017-18)	6,500

Current years depreciation from Rayon business is Rs. 500.

Q.4(A) Explain in detail about Tax Management? Illustrate the provisions applicable to corporate assess with respect to Bonus Shares? 10M 4 2

OR

Q.4(B) Compare and Contrast Tax Avoidance and Tax Evasion? 10M 4 4

Q.5(A) Elaborate the provisions of Deduction u/s 80IA and 80IB. 10M 5 4

OR

Q.5(B) Elucidate upon the Corporate Tax Planning considerations in respect of Amalgamation of Companies? 10M 5 3

Mr. Raghavan, who is a resident of India furnished the following particular of his investment for the previous year ended 31st March, 2021

- i. Rs.10,000 Units of Mutual fund (Gross Income Rs. 1200)
- ii. Rs. 3,000 in Post Office savings bank account which earns interest @ 4% per annum.
- iii. Rs. 45,000 in Fixed deposit account with Indian Bank on which interest @ 4% is payable.
- iv. 12%, Rs. 40,000 Debentures (Listed) of Coffee Company
- v. Rs. 2000 interest received on National Development Bonds
- vi. Rs. 1000 interest received on the debentures of a co-operative society
- vii. 10% A.P. State Electricity Board Bonds Rs. 20,000
- viii. Rs. 10,000 in 7-year Post Office National Savings Certificates interest @ 7% per annum is payable on the same every year
- ix. Rs. 36,000, 10 % Tax-free Debentures of Vijaywada Municipal Corporation. Interest being payable on 31st December.
- x. Rs. 900 received by an Account Payee Cheque as interest on debentures (listed) of a company in which public are substantially interested. He collected the entire interest himself and claimed Rs. 200 as his own fees for collection of interest.
- xi. Interest on post office National Saving certificates VIII issue Rs.5000.

Calculate the taxable income under the head 'Income from other Source' Assessment Year 2021-22.

END

Hall Ticket No:

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Course Code: 20MBAP417

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
CONSUMER BEHAVIOUR AND CRM

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.

		Marks	CO	BL
Q.1(A)	Elucidate different Types of Buying Behavior.	10M	1	2
OR				
Q.1(B)	Explain the Characteristics of Indian Consumer.	10M	1	2
Q.2(A)	Discuss the Schiffman & Kanuk's Model of Consumer Decision Making.	10M	2	4
OR				
Q.2(B)	Critically evaluate Engel –Kollat–Blackwell Model of consumer behavior.	10M	2	5
Q.3(A)	Analyze the various success factors in CRM.	10M	3	4
OR				
Q.3(B)	Explain various key features and advantage of e-CRM.	10M	3	2
Q.4(A)	Discuss in detail Consumer Protection process.	10M	4	4
OR				
Q.4(B)	Examine the Factors effecting employee's customer-oriented behavior.	10M	4	4
Q.5(A)	Examine the different stages of Customer Loyalty ladder.	10M	5	4
OR				
Q.5(B)	Critically analyze the statement " well satisfied customer is the best and cost effective media for generating the sales for a company"	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	4	5

Martin Incorp. was a company carrying on business in cosmetics and perfumes. It was not following the marketing concept and was catering to a target market which was using its products. In other words, it only concentrated on what it would make, and did not bother about changes in preferences of its target market. It was later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors, and social factors only. He modernized the products to a great extent,

and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales. The assistant manager and the product manager were not very happy with the changes and thought that although an effort has been made in the right direction, some important factors concerning consumer behaviour had been neglected.

Questions:

1. Do you agree with the assistant and product managers, and why?
2. What other factors, if any, could have been considered? Elaborate in detail.

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
HUMAN RESOURCE PANNING

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.

		Marks	CO	BL
Q.1(A)	Discuss dimensions and benefits of human resource planning.	10M	1	6
OR				
Q.1(B)	Explain different approaches to human resource planning.	10M	1	5
Q.2(A)	Illustrate the need and factors affecting forecasting HR demand.	10M	2	5
OR				
Q.2(B)	Write short notes on a. Nominal group technique b. Delhi Technique	10M	2	6
Q.3(A)	Write short notes on a. Manning table b. Replacement chart	10M	3	5
OR				
Q.3(B)	Explain the concept of competency mapping and its steps.	10M	3	5
Q.4(A)	Classify the difference between recruitment and selection.	10M	4	6
OR				
Q.4(B)	Describe the concept of VRS and retrenchment.	10M	4	
Q.5(A)	Write short notes on a. Human resource audit b. Human resource accounting	10M	5	5
OR				
Q.5(B)	Explain the guidelines for effective HRP.	10M	5	6
Q.6	<u>CASE STUDY</u>	10M	4	5

Joseph Bros is a firm manufacturing jute lampshades. It uses leftover jute pieces from various jute factories to manufacture economical lampshades which are supplied to various hotels in nearby towns. It employs men and women from nearby villages as workers for creating good lampshade designs. Joseph Bros, is not able to meet its targets. Namish, the supervisor of the company, was told to analyse the reasons for the poor performance. Namish found the following problems and suggested certain solutions in the working of the business. The number of workers employed was less than what was required for the work. As a

result, the existing workers were overburdened. The firm decided to search for new workers and it asked the present employees to introduce candidates or recommend their friends and relatives to the firm. This enabled the firm to 'put people to jobs' and assured the attainment of objectives according to plans.

Questions:

1. Identify the Staffing process performed by the firm in the above situation.
2. Explain the Recruitment process used by the firm to attract more workers for the firm.

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations – MARCH 2022
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.

		Marks	CO	BL
Q.1(A)	Elucidate fundamentals of Balance of Payments.	10M	1	2
OR				
Q.1(B)	Explain the Bretton Woods System.	10M	1	2
Q.2(A)	Briefly explain the factors which are influencing the International Financial Environment.	10M	2	2
OR				
Q.2(B)	Explain the various types of strategies in trading of foreign currency options.	10M	2	2
Q.3(A)	Examine the risks and benefits from euro currency market.	10M	3	4
OR				
Q.3(B)	Classify various types of foreign exchange Exposure.	10M	3	4
Q.4(A)	Distinguish between the roles of The International Bank for Reconstruction and Development, & the international development association international financing.	10M	4	4
OR				
Q.4(B)	Assess the importance of international working capital management.	10M	4	5
Q.5(A)	Explain and evaluate Foreign Institutional Investment (FII)	10M	5	5
OR				
Q.5(B)	Evaluate the process to determine the Risk in Cross-border Investment Decisions.	10M	5	5
Q.6	<u>CASE STUDY</u>	10M	1	1

Prime Minister Dr Singh is right in advocating a phased movement to fall convertibility starting with Special Economic Zones (SEZs), we need to move along the convertibility highway, even if slowly. Our Economy is in take off stage and needs timely infusions of fixed and working capital. Since India is now an enterprise driven economy like most others, the Rupee needs to become more convertible to reduce transaction costs. Fears of a Recurrence of the 1991 crisis, when our reserves were insufficient to finance 3 weeks imports are perhaps exaggerated. The currency has been ruling at below 47 to a dollar for the last 6 months. Investors and rating agencies are convinced that the India's growth story is here to stay. Their views determine flows of FDI & FPI in a big way.

Current Account transactions no longer influence a country's BoP profile to the extent they did a couple of decades ago. Despite a ballooning trade deficit, our reserves have steadily increased over the years to 144 billion dollars.

Questions:

- 1) Current Account Transactions no longer influence a country's B.O.P. Discuss.
- 2) What is Capital Account Convertibility?
- 3) What are the risks in Capital Account Convertibility in Indian context?
- 4) What is the present status of Capital Account Convertibility in India?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
LOGISTICS AND 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.

		Marks	CO	BL
Q.1(A)	Explain the objectives and importance of Supply Chain Management.	10M	1	3
OR				
Q.1(B)	Explain the process view of Supply Chain.	10M	1	3
Q.2(A)	Explain the various factors influencing Distribution Network Design	10M	2	3
OR				
Q.2(B)	Explain the salient features of E-Business and Distribution Network with example.	10M	2	3
Q.3(A)	Discuss the role of IT in forecasting.	10M	3	3
OR				
Q.3(B)	Elaborate on the role of forecasting in Supply Chain Management.	10M	3	4
Q.4(A)	Interpret the impact of replenishment policies on safety inventory.	10M	4	5
OR				
Q.4(B)	Explain the necessity of Managing economics of scale in a supply chain.	10M	4	3
Q.5(A)	Explain the various modes of Transportation with their Pro's and Con's.	10M	5	5
OR				
Q.5(B)	Distinguish between the Third Party Logistic and Fourth Party Logistic Providers.	10M	5	2
Q.6	CASE STUDY Whirlpool	10M	1	4

Whirlpool Corporation is a leader of the \$100 billion global home appliance industry. Ranked sixth in the electronics industry list of FORTUNE magazine's "World's Most Admired Companies", Whirlpool Corporation is a Fortune 500 company and the world's leading manufacturer and marketer of major home appliances. Annual sales are approximately \$19 billion, and there are 70,000 employees, with 69 manufacturing and technology research centres around the world. Founded in 1911, the company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in most countries around the world. Whirlpool manufactures appliances across all major categories, including fabric care,

cooking, refrigeration, dishwashers, countertop appliances, garage organization and water filtration.

Whirlpool is committed to a brand value-creation strategy—focusing on innovation, cost productivity, product quality and consumer value. The company continues to improve its global operating platform to ensure it is the best-cost and best-quality appliance manufacturer worldwide. Its supply chain has been transformed to better deliver products to trade customers and consumers. The benefits of actions are evident through a stronger network, increased efficiencies and timely deliveries. Whirlpool Corporation is committed to building products which consumers around the world can depend upon to meet their daily needs. This commitment to quality begins in the concept stages and continues throughout the lifetime of the appliance. The result of these efforts is a sustainable and competitive advantage for the company.

Globally, Whirlpool Corporation manufactures products using principles of lean manufacturing and operational excellence to ensure continuous improvement of processes and to produce products that meet the company's high-quality standards. At Whirlpool, there is a constant focus on seeking out new and unique ways to improve the function, performance and sustainability of products.

After acquiring the Maytag Corporation on March 31, 2006, Whirlpool Corporation became the largest home appliance maker in the world.

Questions:

1. Discuss what is meant by international operations management and supply chain management
2. Describe key decisions associated with international operations management
3. Identify major operations management and supply chain management activities
4. Evaluate how international operations management contributes to international business success

END

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
INTERNATIONAL HRM

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.

		Marks	CO	BL
Q.1(A)	Define Human Resource Management. State some issues and challenges for International HRM.	10M	1	1
OR				
Q.1(B)	Describe Hofstede's Hermes Study? Explain cultural dimensions of Hofstede's Hermes Study.	10M	1	1
Q.2(A)	Elucidate the process of Human Resource Planning at the global level.	10M	2	3
OR				
Q.2(B)	Explain about the following in detail a. Expatriate b. Repatriate	10M	2	3
Q.3(A)	Evaluate the Global HRM practices? Give some instances.	10M	3	3
OR				
Q.3(B)	Explain international leadership development strategies.	10M	3	3
Q.4(A)	Define Compensation. State the objectives of fair compensation for global assignments	10M	4	2
OR				
Q.4(B)	Examine the factors influencing overseas compensation program?	10M	4	4
Q.5(A)	Explain the role of Trade unions at the international level.	10M	5	4
OR				
Q.5(B)	Describe the strategies for work-life balance in Global Context.	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	1	5

A family-owned carbon steel company from Germany has extended its business to Hong Kong. The owners bought a small traditional Chinese firm and decided to copy the successful structure they had developed at home. This structure was headed by three general managers who equally shared the responsibilities for the business activities of the firm. The consequences were as follows.

1. Now the Chinese employees were assigned tasks by people they have never seen before and whom they did not understand. Many misunderstandings occurred; some were quite costly.
2. The employees back in Europe were only concerned with whether the assigned tasks were completed and did not consider any other obligations

to the Chinese employees, such as taking care of the relationships with the Chinese government, banks, etc.

3. Eventually, the local employees became frustrated and were ready to leave the company.

The result was that the management model was changed again, and a single managing director of the subsidiary was accountable for all business activities in Hong Kong.

Questions:

1. Relate the described situation to one of the cultural dimensions identified by Hofstede. How can you explain it?
2. How does this situation compare to comparable situations in your home country? What are the limits of a cultural explanation?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
BIG DATA 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.

		Marks	CO	BL
Q.1(A)	What is Data Mining? Describe Classification and Regression.	10M	1	4
OR				
Q.1(B)	How Cluster Analysis can be executed for Customer Segmentation? Explain	10M	1	2
Q.2(A)	Illustrate the key roles for a successful analytic project.	10M	2	2
OR				
Q.2(B)	Discuss the Data Analytics life cycle in detail.	10M	2	4
Q.3(A)	Elaborate on the working of HDFS.	10M	3	3
OR				
Q.3(B)	Define Hadoop. Explain Hadoop 2.0 key features with examples.	10M	3	2
Q.4(A)	How reading and writing of text data can be done in Hadoop? Explain.	10M	4	2
OR				
Q.4(B)	Discuss in detail Map Reduce API and its uses.	10M	4	4
Q.5(A)	Write a case study on sentiment analysis.	10M	5	6
OR				
Q.5(B)	Explain Business Intelligence. Write about data loading techniques.	10M	5	2
Q.6	CASE STUDY	10M	2	6
	<p>Orbitz is a leading travel company using latest technologies to transform the way clients around the world plan the travel. They operate the customer travel planning sites Orbitz, Ebookers and Cheap Tickets. It generates 1.5mn flight searches and 1mn hotel searches daily and the log data being generated by this activity is approximately 500GB in size. The raw logs are only stored for a few days because of costly data warehousing.</p> <p>To handle such huge data and to store it using conventional data warehouse storage and analysis infrastructure was becoming more expensive and time consuming with time.</p> <p>As a data analyst, how will you provide solution for their problem?</p>			

*****END*****

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

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
FINANCIAL INSTITUTIONS, MARKETS & 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.

		Marks	CO	BL
Q.1(A)	Trace out the development of the financial system in India	10M	1	4
OR				
Q.1(B)	Discuss Role and functions of RBI	10M	1	3
Q.2(A)	Explain growth and types of mutual funds in India	10M	2	2
OR				
Q.2(B)	Write short note on a) IRDA b) Insurance Companies	10M	2	3
Q.3(A)	Give a brief description on types of Money Market Instruments.	10M	3	4
OR				
Q.3(B)	Elucidate functions of SEBI in detail.	10M	3	4
Q.4(A)	Compare and contrast between Hire Purchase and Leasing.	10M	4	3
OR				
Q.4(B)	Examine the steps involved in venture capital investment process. Give suitable examples for each stage.	10M	4	5
Q.5(A)	Define CRISIL and the rating methodology followed by rating agencies.	10M	5	1
OR				
Q.5(B)	Classify the brokers and explain their functions.	10M	5	3
Q.6	<u>CASE STUDY</u>	10M	5	4
	ABC Ltd is presently trading at a 52- week low. Although its recent earnings, announcements and the current trend have been similar with that of the analysts projections. In order to their profits, they wish to undertake a Project. How Do you think should they raise capital for the same? You could be given a brief overview of the company with its financial statements.			

Question:

- Should ABC Ltd raise debt as opposite to equity?

END

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

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
BRAND 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.

		Marks	CO	BL
Q.1(A)	Define Brand. Explain the dimensions of Brand.	10M	1	4
OR				
Q.1(B)	Discuss the different types of Brand.	10M	1	6
Q.2(A)	Examine the reasons for Brand failure.	10M	2	5
OR				
Q.2(B)	Discuss the brand identity concept.	10M	2	6
Q.3(A)	Analyze briefly about STP in Branding.	10M	3	4
OR				
Q.3(B)	Outline the concept of Keller's CBBE Model. How to use it?	10M	3	2
Q.4(A)	Explain the various methods of Brand Promotion.	10M	4	5
OR				
Q.4(B)	Examine the Rebranding process with example.	10M	4	5
Q.5(A)	Assess your opinions in the effectiveness of Celebrity endorsements.	10M	5	5
OR				
Q.5(B)	Explain the role of Brand ambassador in creating brand image.	10M	5	5
Q.6	CASE STUDY	10M	5	5

Siyaram was one of the few non-FMCG companies in India that was known for its lavish advertisements. The 'Coming Home To Siyaram' campaign was reported to be one of Indian advertising's costliest campaigns. The 'Coming Home To Siyaram' advertisements were much talked about for being of much longer duration than the usual advertisements, and also for the huge budgets Siyaram set aside for them. The company believed that good commercials helped it to effectively position its suitings on a global platform.

Celebrity endorsements began way back in the 19th century with UK's Queen Victoria endorsing Cadbury's Cocoa. Using celebrities for promotion has been a common marketing communications strategy, practiced globally. Marketers believe celebrity endorsers are more effective than non-celebrity endorsers in generating actual sales from the customers, and positively influence the consumption of the products they are associated with. The fact that celebrities remain in constant media

focus helps create high recall rates for the commercials that feature them. Their attractive qualities are transferred to the product being promoted.

However, selecting the right celebrity endorsers is usually a tough task. A wrong choice can ruin the image of a brand. The acceptance of an advertisement message is largely determined by the attractiveness of the celebrity presenting the message. Also, the message conveyed by the celebrity must match the product message. Relevance is a very important factor in celebrity endorsements. If there is very little fit between the celebrity and the brand personae, the advertisement could prove counter-productive

In India, celebrity endorsements are believed to be particularly useful as the average consumer reportedly identifies more strongly with celebrities than in other countries. Film stars and sports personalities (especially cricket players) are immensely popular among the masses. This has encouraged the widespread use of celebrities in advertisements over the decades.

But the same star can cause major problems for the brand if he or she lands in trouble - either in their careers or in their personal lives. Pepsi faced this problem with two of its most popular celebrity endorsers - pop singers Michael Jackson and Madonna.

Another peril associated with celebrity endorsement is the 'vampire effect,' when the celebrity overshadows the brand. Also, whether the celebrity endorsing a brand actually uses the brand or not is an issue of concern. For instance, if a celebrity endorsing Pepsi is seen drinking Coke, it can reflect very badly on the brand being endorsed. The Indian companies who sponsored cricket matches and utilized cricket players as endorsers were however, reported to be unfazed by the developments. Asserting that the J.Hampstead association with sports (and cricket) would continue, Singh commented, "Let's not kill the sport for one moronic guy." By the end of the year, the Cronje scandal seemed to have died a natural death and cricket sponsorship by Indian corporate continued.

Siyaram meanwhile, revealed its plans to achieve a turnover of Rs 4 billion for the fiscal 2001-02. J.Hampstead's contribution to the turnover was expected to rise from Rs 400 million in 1999-00 to Rs 750 million. In September 2001, the company launched a new campaign for J.Hampstead, with the new baseline 'One World One Fabric.' The campaign did not feature any sport or celebrity. Instead, international models were featured to reinforce the fabric's global appeal.

Questions

- a. Does Siyaram's celebrity endorsement fit with the overall brand strategy?
- b. Has Siyaram chosen the right celebrity?
- c. What are the benefits to an organization for having a celebrity endorse their product?

END

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

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
ORGANIZATIONAL CHANGE & DEVELOPMENT

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.

		Marks	CO	BL
Q.1(A)	Analyze the 7s framework for the successful management of change.	10M	1	3
OR				
Q.1(B)	Discuss the change and its effects on the employees and the organization.	10M	1	2
Q.2(A)	Evaluate the Kotter's 8 step model for managing the change.	10M	2	3
OR				
Q.2(B)	Are all managers are change agent? Comment.	10M	2	3
Q.3(A)	Explain the concepts and scope of organization development in India.	10M	3	3
OR				
Q.3(B)	Explain the various stages in the history of Organizational Development. Also discuss second-generation OD.	10M	3	3
Q.4(A)	Explain the major issues that arise in the organization development Process.	10M	4	3
OR				
Q.4(B)	Discuss some of the dilemmas experienced by the action researchers while implementing the process in the organization?	10M	4	2
Q.5(A)	Organizational Development is all about change. Explain how OD practice bringing about change in the Organization.	10M	5	4
OR				
Q.5(B)	Explain various types of OD Interventions with an example.	10M	5	3
Q.6	CASE STUDY	10M	4	4

Mr. Krishna Rao was utterly baffled. He took over office four months ago and has since initiated several changes all of which are good. His main intentions in making the changes were that the office should look more professional and the employees should be facilitated to become productive without making them work too hard. The office now indeed looks more spacious with new layout, and in fact, his colleagues from the other departments who pass by, comment on how nice and professional the office looked!

Mr. Rao had put the secretaries' desks close to their bosses' cabins so that they did not have to walk up and down all the time. Previously, they were huddled together in the secretaries' pool, and whenever they had to take dictation - which was several times a day - they had to walk quite a

bit. He also purchased new calculating machines for the department which are quick, efficient, and accurate, so that the assistants now do their calculations without making mistakes. In fact, he had just placed an order for a high-speed computer which would take away the boredom and monotony of all the laborious human calculations and would be a boon to all. Actually, once the computer is installed, the managers will not have to be dependent on the lower level staff. Whatever statistics or information the managers need, the computer will generate the data in no time at all. And the computer manufacturer was going to offer free programming sessions for all those who wanted to attend them. Manuals will also be made available to all the staff. It was the best of all possible worlds for the entire department and Mr. Rao could not understand why the staff were not more enthusiastic and some actually seemed rather unhappy.

Questions:

- (a) Identify the problems in this case.
- (b) What kind of changes were prescribed by Mr. Rao and why?
- (c) Discuss why the changes did not produce the desired results in this situation.
- (d) If you were Mr. Rao, how you would have handled the situation?

*****END*****

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

MBA II Year I Semester (R20) Regular End Semester Examinations -MARCH 2022
PREDICTIVE ANALYSIS AND MODELING

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.

		Marks	CO	BL
Q.1(A)	Define the term 'Research'. Explain its significance in business management.	10M	1	3
OR				
Q.1(B)	Distinguish between Qualitative Research and Quantitative Research.	10M	1	4
Q.2(A)	What is sampling? How do you collect data from both Primary and Secondary Sources? Explain.	10M	2	5
OR				
Q.2(B)	Write about the following a. Validity b. Reliability	10M	2	2
Q.3(A)	Explain multivariate analysis and its methods in detail.	10M	3	5
OR				
Q.3(B)	State Mediation analysis. Explain mediation analysis procedure and its properties with a conceptual diagram	10M	3	5
Q.4(A)	A group of 10 foot surgery patients had a mean weight of 240 pounds. The sample standard deviation was 25 pounds. Find a confidence interval for a sample for the true mean weight of all foot surgery patients. Find a 95% CI.	10M	4	3
OR				
Q.4(B)	What is a Regression Analysis? Explain different properties used for fitting a regression line with an example.	10M	4	2
Q.5(A)	Explain the importance of predictive analytics in financial services with suitable example.	10M	5	2
OR				
Q.5(B)	Explain the steps involved in ARIMA model with example.	10M	5	5
Q.6	CASE STUDY	10M	1	4
	In the 1990s, a task force was formed among executives of seven regional transportation agencies in the New York–New Jersey area. The mission of the task force was to investigate the feasibility and desirability of adopting electronic toll collection (ETC) for the interregional roadways of the area. Electronic toll collection is accomplished by providing commuters with small transceivers (tags) that emit a tuned radio signal. Receivers placed at tollbooths are able to receive the radio signal and identify the commuter associated with the particular signal. Commuters			

establish ETC accounts that are debited for each use of a toll road or facility, thus eliminating the need for the commuter to pay by cash or token. Because the radio signal can be read from a car in motion, ETC can reduce traffic jams at toll plazas by allowing tag holders to pass through at moderate speeds. At the time the New York and New Jersey agencies were studying the service, electronic toll collection was already being used successfully in Texas and Louisiana. Even though several of the agencies had individually considered implementing ETC, they recognized that independent adoption would fall far short of the potential benefits achievable with an integrated interregional system. The task force was most interested in identifying the ideal configuration of service attributes for each agency's commuters and determining how similar or different these configurations might be across agencies. The task force identified a lengthy list of attributes that was ultimately culled to six questions:

- How many accounts are necessary and what statements will be received?
- How and where does one pay for E-ZPass?
- What lanes are available for use and how they are controlled?
- Is the tag transferable to other vehicles?
- What is the price of the tag and possible service charge?
- What are other possible uses for the E-ZPass tag (airport parking, gasoline purchases, and so forth)?

From a researcher's perspective, it also seemed important to assess commuter demand for the service. However, the task force was not convinced that it needed a projection of demand, because it was committed to implementing ETC regardless of initial commuter acceptance. The task force considered its primary role to be investigating commuters' preferences for how the service should be configured *ideally*.

Questions

1. Evaluate the problem-definition process. Has the problem been defined adequately so that a relevant decision statement can be written?
2. What type of research design would you recommend for this project?
3. What research questions might be tested?

END