MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R20) Supplementary End Semester Examinations -AUGUST 2022
OPERATION 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.

		Marks	CO	BL
Q.1(A)	What is Operation Research? Explain features and role of Operation Research in Decision Making.	10M	1	2

OR

		Marks	CO	BL
Q.1(B)	Solve the following LPP using Simplex Method	10M	1	4

Max $z = 3x_1 + 2x_2 + 5x_3$
Subject to Constraints:
$X_1 + 2x_2 + x_3 \leq 430$,
$3x_1 + 2x_3 \leq 460$,
$x_1 + x_2 \leq 420$ and $x_1, x_2, x_3 \geq 0$

		Marks	CO	BL
Q.2(A)	Explain briefly the procedure adopted in assignment algorithm.	10M	2	3

OR

		Marks	CO	BL
Q.2(B)	Solve the following transportation problem in which cell entries represents unit costs	10M	2	4

		To		Available
	2	7	4	5
From	3	3	1	8
	5	4	7	7
	1	6	2	14
Required	7	9	18	34

		Marks	CO	BL
Q.3(A)	Write a short notes on: **I) Saddle Point** **ii) Rule of Dominance** **iii) Pure Strategies**	10M	3	2

OR

		Marks	CO	BL
Q.3(B)	Elucidate the process and types of decision Making. With some illustration.	10M	3	3

		Marks	CO	BL
Q.4(A)	What is replacement problem? Describe some important replacement situation. What are the types of replacement decisions	10M	4	3

OR

		Marks	CO	BL
Q.4(B)	What is Simulation? Explain the types of simulation and its use.	10M	4	3

Q.5(A)   Assume that at a bank teller window the customer arrives at a average   10M   5   4
rate of 20 per hour according to poission distribution .Assume also that
the bank teller spends an distributed customers who arrive from an
infinite population are served on a first come first services basis and
there is no limit to possible queue length.
1.what is the value of utilization factor?
2.What is the expected waiting time in the system per customer?
3.what is the probability of zero customer in the system?

<div align="center">OR</div>

Q.5(B)   A project consists of 4 activities. Their logical relationship and time taken   10M   5   4
is given along with crash time and cost details. If the indirect cost is Rs.
2000/- per week, find the optimal duration and optimal cost.

Jobs	Predecessors	Normal		Crash	
		Time in Hrs	Cost in Rs/-	Time in Hrs	Cost in Rs/-
A	-	4	4000	2	12000
B	A	5	3000	2	7500
C	A	7	3600	5	6000
D	B	4	5000	2	10000

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

Food F1 contains 20 units of vitamin A and 40 units of vitamin B per
grams; Food X2 contains 30 units each of vitamin A and B per grams.
The minimum daily requirements for an individual are 900 units of A
and 1200 units of B. How many grams of each food must be consumed
to satisfy daily vitamin requirements at minimum cost? If X1 costs 60
paise per gram and X2 costs 80 paise per gram, find the optimal
solution to minimize the costs using simplex method.

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

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MBA II Year I Semester (R20) Supplementary End Semester Examinations –AUGUST 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)	Define the concept of Strategy. Discuss its role and importance in the organization.	10M	1	2
	OR			
Q.1(B)	Describe the concepts of Strategic Fit and Strategic flexibility with examples	10M	1	1
Q.2(A)	Illustrate the significance of Porter's five force model	10M	2	3
	OR			
Q.2(B)	Outline how Environment Analysis useful to organization with examples.	10M	2	4
Q.3(A)	Briefly explain the Growth, Stability and Retrenchment Strategies	10M	3	2
	OR			
Q.3(B)	Predict New Business Models and strategies in this digital scenario	10M	3	3
Q.4(A)	Evaluate resource allocation as a tool of strategy and strategic implementation.	10M	4	5
	OR			
Q.4(B)	Analyse the role of organizational culture and leadership	10M	4	4
Q.5(A)	Discuss the functions Role of the strategist.	10M	5	2
	OR			
Q.5(B)	Formulate the Strategies for competing in Global markets to survive.	10M	5	6
Q.6				

CASE STUDY

10M 3 2

DUNKIN BRANDS, Inc
Doing great in a weak economy

Dunkin' Donuts and Baskin-Robbins are under one umbrella company named Dunkin' Brands, Inc. Doughnuts and ice cream go hand-in-hand at this company, which has more than 13,000 locations in more than 40 countries. With more than 7,900 shops in 30 countries (5,800 of which are in North America), Dunkin' Donuts is the world's leading chain of donut shops. Baskin-Robbins is a leading seller of ice cream and frozen snacks with its nearly 6,000 outlets (about half are located in the United States). About 1,100 locations offer a combination of the company's brands. Dunkin' Brands is owned by a group of private investment firms including Bain Capital, The Carlyle Group, and Thomas H. Lee Partners. Dunkin' Donuts in 2009 launched a $100 million advertising campaign

around the theme "You Kin' Do It" that highlights everyday challenges, such as work and traffic. Dunkin' Donuts president Will Kussell says, "We're going to help you get through whatever you have to deal with every day." Dunkin' is also expanding its Dunkin' Deals, which bundles a bagel or sandwich for 99 cents with purchase of a coffee. Franchisee Jim Allen, who owns 18 stores, says, "Dunkin' Deals has been huge in this economy." In June 2009, Dunkin' Donuts introduced its first 99 cent breakfast wrap. Called the Wake-Up Wrap and supported by the advertising phrase "America Saves at Dunkin'" Dunkin' launched fierce, frontal attacks on both McDonald's and Starbucks as those two firms battled each other over fancy coffee drinks. Dunkin' Donuts' brand marketing officer Frances Allen said: "Starbucks can't do food and McDonald's can't do coffee. We view breakfast as a 'value' meal as noted in our ad 'Breakfast, NOT Broke fast.'" Dunkin' is presently test marketing a six-item breakfast value menu, all priced at 99 cents with any beverage purchase.

Questions:

1) Do SWOT Analysis for the above company.
2) What were the strategies followed by the company, which has made it to perform better in weak economy?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

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MBA II Year I Semester (R18) Supplementary End Semester Examinations –AUGUST 2022

SECURITY ANALYSIS AND PORT-FOLIO 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)	Distinguish between Investment ,Speculation and Gambling	10M	1	L3
	OR			
Q.1(B)	Explain functions of Secondary Market in detail	10M	1	L2
Q.2(A)	What is Risk? Explain types of risks in detail	10M	2	L1
	OR			
Q.2(B)	Calculate the value and duration for the following bonds	10M	2	L2

Bond	Years to maturity	Annual interest	Maturity value
ABC	10	Rs.80	Rs.1000
XYZ	15	Rs.65	Rs1000

		Marks	CO	BL
Q.3(A)	How Dow theory identifies three trends within the market? Explain trends with clear charts.	5M 5M	3	L4
	OR			
Q.3(B)	Explain the Key economic variables that an investor must monitor as part of fundamental analysis?	10M	3	L3
Q.4(A)	How to construct the Optimal portfolio under Markowitz model.	10M	4	L4
	OR			
Q.4(B)	The single Index model results in substantial reduction of inputs required for portfolio analysis". Elucidate.	10M	4	L2
Q.5(A)	How do you evaluate the Portfolio performance	10M	5	L3
	OR			
Q.5(B)	The return and risk figures of two mutual funds and the stock market index are given in the following table if the risk free rate of return is 7%, Calculate Sharpe and Treynor ratios. Interpret the results.	10M	5	L4

Fund	return	Standard deviation(%)	Beta
A	12	18	0.7
Z	19	25	1.3
M(Market index)	15	20	1.0

a) The current market price of a share is Rs.261.25, and is expected to at the end of the year at Rs.305.50. If the dividend paid at the end

b) of the year is Rs.4, Calculate the rate of return.

c) Two securities, A and B have weights of 0.6 and 0.4. Find out returr of such portfolio assuming the coefficient of correlation as i) -0.60

d) ii) +0.60. What are your observations?

Security	Mean return %	Standard deviation %
A	16	5
B	12	8

END

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MBA II Year I Semester (R18) Supplementary End Semester Examinations –AUGUST 2022
HUMAN RESOURCE PLANNING

Time: 3Hrs   **Max Marks: 60**

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

		Marks	CO	BL
Q.1(A)	Explain the approaches to human resource planning	10M	1	L3
	OR			
Q.1(B)	Discuss the concept of human resource planning and its importance.	10M	1	L2
Q.2(A)	Describe macro and micro level of manpower planning.	10M	2	L4
	OR			
Q.2(B)	Explain the difference between quantitative and qualitative techniques of forecasting.	10M	2	L3
Q.3(A)	Describe the source of HR supply.	5M 5M	3	L4
	OR			
Q.3(B)	Explain the concept of competency mapping and its steps.	10M	3	L3
Q.4(A)	Discuss the managing of HR shortage.	10M	4	L4
	OR			
Q.4(B)	Explain the process of Recruitment and Selection	10M	4	L3
Q.5(A)	Illustrate the Human Resource Audit and its implications.	10M	5	L5
	OR			
Q.5(B)	Explain the guidelines for effective HRP.	10M	5	L2
Q.6	**Case Study**	10M	2	L3

Mrs. Rajlaxmi is working as the Human Resource Consultant in a manufactures cosmetics, which is facing a problem of high employee turr CEO of the company has invited suggestion from her for retaining the employees and reducing the employee turnover. Mrs. Rajlaxmi recomm the good employees be rewarded in a way that it creates a feeling of c among the employees and at the same time, makes them contribute to growth of the organisation.

- Identify the incentive and explain its type which has been suggested by Mrs. Rajlaxmi to the CEO of the company.
- Also explain any two other incentives of the same type.

END