# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
### MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2017
## 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) | Solve the following L.P.P. graphically: <br> Min. $Z = 4x_1 - 2x_2$ <br> Subject to : $x_1 + x_2 \leq 14$, $3x_1 + 2x_2 \geq 36$, $2x_1 + x_2 \leq 24$ and $x_1, x_2 \geq 0$ | 8 M |

**OR**

| | | |
|---|---|---|
| Q.1(B) | Solve the following L.P.P. by two-phase simplex method: <br> Max. $Z = 5x_1 + 8x_2$ <br> Subject to the constraints: <br> $3x_1 + 2x_2 \geq 3$, $x_1 + 4x_2 \geq 4$, $x_1 + x_2 \leq 5$ and $x_1, x_2 \geq 0$ | 8 M |

| | | |
|---|---|---|
| Q.2(A) | Explain the Vogel's Approximation method for obtaining an initial basic feasible solution of a transportation problem. | 8M |

**OR**

| | | |
|---|---|---|
| Q.2(B) | A marketing manager has 5 salesman and 5 sales districts. Considering the capabilities of the salesman and the nature of districts, the marketing manager estimates that sales per month ( in hundred rupees) for each salesman in each district would be as follows: | 8 |

| | A | B | C | D | E |
|---|---|---|---|---|---|
| 1 | 32 | 38 | 40 | 28 | 40 |
| 2 | 40 | 24 | 28 | 21 | 36 |
| 3 | 41 | 27 | 33 | 30 | 37 |
| 4 | 22 | 38 | 41 | 36 | 36 |
| 5 | 29 | 33 | 40 | 35 | 39 |

Find the Assignment of Salesman to districts that will result in maximum sale.

| | | |
|---|---|---|
| Q.3(A) | There are seven jobs, each of which has to go through the machine A and B in the order A,B. Processing time in hours are given below: | 8 M |

| Job | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|
| Machine A | 3 | 12 | 15 | 6 | 10 | 11 | 9 |
| Machine B | 8 | 10 | 10 | 6 | 2 | 1 | 3 |

Determine a sequence of these jobs that will minimize the total elapsed time T

**OR**

| | | |
|---|---|---|
| Q.3(B) | Explain the terms (i) Two-person Zero-sum games (ii) pay-off matrix (iii) Minimax-Maxmin principle and (iv) saddle point and value of the game | 8 M |

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

| Year | : | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|---|---|---|---|---|---|---|---|---|---|
| Running cost | : | 100 | 250 | 400 | 600 | 900 | 1200 | 1600 | 2000 |

Determine the optimum period for replacement of the machine.

Q.4(B) A bakery keeps stock of popular brand of bread. Previous experience indicates that    8 M
the daily demand as given below:

Daily demand :    0    10    20    30    40    50
Probability    :    0.01  0.20  0.15  0.50  0.12  0.02

Consider the following sequence of random numbers:

48,78,19,51,56,77,15,14,68,8

Using the above sequence, simulate the demand for the next 10 days.

(i)    Find out the stock situation if the owner of the bakery decides to make
30 breads every day.

(ii)    Estimate the daily average demand for the bread on the basis of
simulated data.

Q.5(A)    8 M

The following table gives the activities and duration of a construction project:

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

(i)Draw the network for the project.

(ii) Find the critical path and project duration.

OR

Q.5(B)    A    T.V. Mechanic finds that the time spent on his jobs has an exponential    8 M
distribution with mean 30 minutes, if he repairs sets in the order in which they
come in. If the arrival of sets is approximately Poisson with an average rate of 10
per eight-hour day, what is the mechanic's expected idle time each day? How many
jobs are ahead of the average set just brought in?

Q.6    **Case Study**    10 M

Solve the following Transportation problem by using VAM method and so as to
maximize the profit

|  |  |  | Destination |  |  |  |
|---|---|---|---|---|---|---|
|  |  | A | B | C | D | Supply |
|  | P | 15 | 51 | 42 | 33 | 23 |
| Source | Q | 80 | 42 | 26 | 81 | 44 |
|  | R | 90 | 40 | 66 | 60 | 33 |
| Demand |  | 23 | 31 | 16 | 30 | 100 |

***END***

Hall Ticket No: | | | | | | | | | |    Course Code: 16MBA115

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
## MBA II Year I Semester (R16) Regular End Semester Examinations – Dec 2017
## 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)   Calculate and Analyse Profit using Goal seek function. SRK Pvt Ltd, a plastic    8 M
manufacturing company wants to achieve a profit of $ 4000.Build a spreadsheet
model that calculates a profit or loss.

**OR**

Q.1(B)   The conference budget is given. From the given data calculate profit and loss data.    8 M
And create three different scenarios.

| Conference budget | | | |
|---|---|---|---|
| Costs | | | |
| Venue: # seats | 300 | 350 | 400 |
| Resource Person Payment | $4,000 | $4,000 | $4,000 |
| Venue rental food | 500 | 500 | 500 |
| Amplification and Food | 300 | 300 | 300 |
| Total costs | 4800 | 4800 | 4800 |
| Registration Fee | 30 | 30 | 30 |
| Registrations amount received | $9,000 | $9,000 | $9,000 |

Q.2(A)   From the given data count number of items such as 'Airframe fasteners', 'Pressure    8M
Gauge', and 'Side Panel' using COUNT function. Also find maximum cost associated
with each of the items mentioned above

**OR**

Q.2(B)   Compute descriptive statistics of 'Item cost', 'Quantity' and 'Cost per Order' for the    8M
given data using MS excel or R Studio –software.

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:Develop a three-week moving average for    8 M
this time series.

| Week | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| Stock Price | 18 | 13 | 16 | 11 | 17 | 14 |

| Q.4(A) | Write short notes on: | 8 M |
|---|---|---|
| | a. Simulation and risk analysis | |
| | b. Scope of data mining | |

**OR**

| Q.4(B) | Use the given historical prices of Maruthi suzuki 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) | Write a brief note on applications of data mining in Business Analytics. | 8 M |
|---|---|---|

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

B.K real estate's company wanted to figure out which factors are significantly affecting their house maintenance costs. Based on the given data identify the factors that are affecting house maintenance cost. They collected the following data:

a. Develop a scatter chart with building characteristicsas the independent variable. What does the scatter chart indicate about the relationship between building characteristics and housing maintenance cost found?

b. What does the scatter chart indicate about the relationship between tenant factorsand housing maintenance cost found?

c. Use the data to develop an estimated regression equation that could be used to predict housing maintenance cost, given the building characteristics. What is the estimated regression model?

d. What is the R-Square found on house maintenance cost as dependent variable?

**\*\*\*END\*\*\***

Hall Ticket No: 

Course Code: 16MBA115

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
## MBA II Year I Semester (R16) Regular End Semester Examinations – Dec 2017
## 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 data of Ashok Plastics Pvt Ltd. are manufacturers of plastic chairs are shown in the table below. Calculate and Analyse Profit using Goal seeks function. Ashok Plastics Pvt Ltd. wants to achieve a profit of $ 6000. Build a spreadsheet model that calculates a profit or loss. And create three different scenarios by changing size of venue, changing speaker's cost and registration fees.     8 M

**OR**

Q.1(B)  From the given price data calculate total revenue for different types of Pizza. Create three (Worst, Best and Medium) different sales scenarios. Demand: 1000,500,1500     8 M

| Mc Cafe Frappes List | Price per Frappe |
|---|---|
| Regular frappe | $1.75 |
| Premium Pizza with Hot Fudge | $2.90 |
| Premium Pizza with Choco Brownie Dessert | $3.25 |

Q.2(A)  Discuss type one and type two error.     8M

**OR**

Q.2(B)  From the given data analyze descriptive statistics of the Item Cost and Cost per order for three different items of your choice.     8M

Q.3(A)  From the given 12 month sales data identify the type of pattern and also forecast sales for the 13$^{th}$ month using exponential smoothing.     8 M

**OR**

Q.3(B)  Consider the following time series data: Compute three-week moving averages for the time series.     8 M

Q.4(A)  The Senthil Steels is a steel pot manufacturing company and wanted to calculate the amount wants to know the profit for next year. The probability of change in variable cost is given in the data. Use Monte Carlo simulation to calculate profit. The distribution is assumed to be uniform.     8 M

**OR**

Q.4(B)  Use the given historical prices of L&T InfoTech. 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 |
|---|---|---|

<div align="center">

**OR**

</div>

| Q.5(B) | Discuss data mining in Business Analytics. | 8 M |
|---|---|---|
| Q.6 | **CASE STUDY** | 10 M |

Food Bazaar wanted to promote its private label brands in groceries. So the retail store manager conducts survey among consumers who visits More store by distributing questionnaire. Now retail manager wants to know which factors are significantly affecting the purchase intention of private label brands from the given data. Use purchase intention as dependent variable. Use Store Image, Quality of the product, Product Risk, and Price of the product as independent variables

a. From the above case identify what type of regression can be analyzed and perform the suitable analysis accordingly?

b. Identify which factor has most significant impact on Purchase intention of private label brands?

c. Explain about R-square and its importance in the given data.

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***END***

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

## MBA II Year I Semester (R16) Regular End Semester Examinations – Dec 2017
### SECURITY ANALYSIS & 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) | Define investment what are the characteristics of investment | 8M |
| | **OR** | |
| Q.1(B) | Briefly explain functions of stock exchanges | 8M |

| | | |
|---|---|---|
| Q.2(A) | How does technical analysis differ from fundamental analysis | 8M |
| | **OR** | |
| Q.2(B) | Technical analysis is based on Dow Jones Theory. Elucidate | 8M |

| | | |
|---|---|---|
| Q.3(A) | Define risk what are the different kinds of risks in corporate investment | 8M |
| | **OR** | |
| Q.3(B) | i. Rs. 1000 par value bond, bearing a coupon rate of 14%, mature after 5 years. The required rate of return on this bond is 13% what is the value of this bond. | 4M |
| | ii. What is the value of a Rs.1000 bond with an 8 % coupon rate, 3 years before maturity. The YTM is 10% | 4M |

| | | |
|---|---|---|
| Q.4(A) | How does Markowitz theory help in planning an investor's portfolio | 8M |
| | **OR** | |
| Q.4(B) | The random walk hypothesis resembles the fundamental school of though but is contrary to the technical analysis? Discuss | 8M |

| | | |
|---|---|---|
| Q.5(A) | What is the difference between active equity management and passive equity management | 8M |
| | **OR** | |
| Q.5(B) | The following information is providing regarding performance of the funds. Risk free rate of return is 9. Rank them with the following Sharpe's Index and discuss | 8M |

| Company name | Rp | Standard deviation portfolio | ß |
|---|---|---|---|
| RIL | 25.38 | 4 | 0.23 |
| Wipro | 25.11 | 9.01 | 0.56 |
| IBM | 25.01 | 3.55 | 0.59 |

Q.6    An equity share is priced Rs.50. the price at the end of the year and the    10M
       probabilities  are givem below. The company does not pay any dividend. What is
         a)  The return that an investor can expect from the stock
         b)  B) Analyse the standard deviation of the returns

| End year price | Probability |
|----------------|-------------|
| 60             | 0.1         |
| 65             | 0.2         |
| 70             | 0.4         |
| 75             | 0.2         |
| 80             | 0.1         |

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
## MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017
## HUMAN RESOURCE 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) | Explain the factors affecting Human Resource Planning. | 8 M |
| | **OR** | |
| Q.1(B) | Briefly explain various approaches to HRP. | 8 M |
| Q.2(A) | Briefly discuss forecasting HR demand at micro and macro level. | 8 M |
| | **OR** | |
| Q.2(B) | Analyze the tools and techniques of forecasting HR demand. | 8 M |
| Q.3(A) | Analyze various methods of forecasting supply with a contextual applications. | 8 M |
| | **OR** | |
| Q.3(B) | Why is study of forecasting HR supply important? What are the various sources of HR supply? | 8 M |
| Q.4(A) | Why is TNA important? How does it help in career management? | 8 M |
| | **OR** | |
| Q.4(B) | Discuss various HR interventions to manage HR shortage with examples. | 8 M |
| Q.5(A) | Do you think HR accounting is relevant today? Justify you answers. | 8 M |
| | **OR** | |
| Q.5(B) | What are the various barriers to HRP and discuss briefly the guidelines for effective HRP? | 8 M |
| Q.6 | **Case Study** | 10 M |

### HR Plan for Trading Assistants

Magnum Financial Services Ltd. (MFSL) is a large financial services company with over 4000 employees scattered all over India in their twelve branches. In view of the ups and downs in the stock market, which affect the demand for and supply of qualified finance graduates, from time to time, in different cities, it has been decided sometime back to centralise manpower planning activities at the corporate head quarters, viz., New Delhi itself.

The company has trading terminals spread over the whole of India. In addition to collecting fixed deposits from corporate houses and general public, it has also been managing funds from high net worth individuals. It has plans to launch a number of mutual fund products for which approval has come from Securities Exchange Board of India. It has considerable reputation in the market as a merchant banker and as a money changing agent.

Hiring people with requisite skills, especially after the introduction of the online trading mechanism, is proving to be a tough job. The stock indices have

been galloping day by day, thanks to the dramatic growth rates reported by information technology companies in recent months. Looking at the increasing number of trading centres that are opening in various parts of the country, the company wanted to hire twenty five trading assistants by offering competitive salaries. While assessing manpower needs at various locations, the Notes following things are generally taken into account:

**Manpower Needs**

1. Details of previous selections in each centre
2. Current employee strength in each centre
3. Sanctioned posts for each centre
4. Number of vacancies, likely to arise due to competition, unforeseen events, expansion, etc.
5. Surplus, if any, from other centres.
6. Over and above the next vacancies that are likely to arise in each centre, two additional posts have been earmarked so as to serve as a 'cushion' to absorb sudden fluctuations. The actual details about trading assistants in various centres were:

**Details of Employees and Posts**

1. Number of people with 2 years' experience          :          94
2. Number eligible for promotion to next grade          : 28
3. Number of vacancies on hand          : 25
4. Number on rolls          : 142
5. Anticipated needs to be filled up owing to market conditions          : 24 ('two' in each centre)
6. 'Reserve' to be kept over and above sanctioned posts          : 5
7. Total requirements over a period of 12 months          : 54

In the first batch, it was planned to hire 25 people having one year's exposure to online market operations, in the 5000 -8500 grade. The chief HR manager arrived at Mumbai to coordinate the recruitment activity. The Mumbai office got the fax message from headquarters on Monday advocating caution and restraint while hiring trading assistants. Around 150 short listed graduates have been called for the interview on that day.

**Questions:**

1. Prepare a comprehensive human resource plan for each centre of MFSL.

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2017

## 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 the concept of corporate strategy? Detail the process of strategic management. | 8 M |
| | **OR** | |
| Q.1(B) | Illustrate corporate Vision, Mission, Objectives, Strategies and Policies with suitable examples. | 8 M |
| Q.2(A) | Discuss about various tools and techniques of Strategic Analysis and Strategic Choice. | 8M |
| | **OR** | |
| Q.2(B) | Explain the significance of Porter's Five Force Model and Market Life Cycle Model in strategic analysis. | 8M |
| Q.3(A) | Elucidate the process of strategy formulation at corporate level. | 8 M |
| | **OR** | |
| Q.3(B) | "Sustenance of business is impossible without suitable strategies at its various levels" comment. | 8 M |
| Q.4(A) | Discuss about various strategies for competing in Global Markets and Internet economy. | 8 M |
| | **OR** | |
| Q.4(B) | Why resource allocation is important in strategic implementation, explain. | 8 M |
| Q.5(A) | Define Strategic Control. Explain the role of strategist in establishing strategic Controls. | 8 M |
| | **OR** | |
| Q.5(B) | Describe how to set benchmarks to evaluate the performance of Strategic Information Systems. | 8 M |

| | | |
|---|---|---|
| Q.6 | **Case Study** | 10 M |

Koundinya Corporation manufacturer of plumbing supplies, has for years sold its products through plumbing wholesalers to plumbers. The company is well known in the trade circle but was never advertised to consumers. One of its best product lines is high quality, well – styled towel racks, soap dishes and similar fixtures. To share in the growing 'do it ourself' market, the company now wants to also sell this fixtures themselves without the help of plumbers.

**Questions:**

1. Analyze and find out the hurdles and overcoming ways and means.

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

### MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017

## FINANCIAL INSTITUTIONS MARKETS AND 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) | Explain the role of financial system in economic development. | 8M |
| | **OR** | |
| Q.1(B) | Discuss the Global financial system – an overview | 8M |
| Q.2(A) | Explain the Role and Responsibilities of RBI. | 8M |
| | **OR** | |
| Q.2(B) | Give a brief description on types of money market. | 8M |
| Q.3(A) | Explain the role and functions of SEBI. | 8M |
| | **OR** | |
| Q.3(B) | Explain the differences between NSDL and CDSL. | 8M |
| Q.4(A) | Critically examine the role of stock exchange in the financial system of a country. | 8M |
| | **OR** | |
| Q.4(B) | What is the difference between Bombay Stock Exchange and National Stock Exchange? | 8M |
| Q.5(A) | Mutual funds as " financial intermediaries which bring a wide variety of securities within the reach of the most modest of investors". Justify this statement. | 8M |
| | **OR** | |
| Q.5(B) | Define CRISIL and the rating methodology followed by rating agencies. | 8M |
| Q.6 | **INDIAN FINANCIAL SYSTEM** | 10M |

Indian financial system has undergone a sea change with the ushering in of the economic reforms in 1991. Vibrancy, vitality and the vigour of financial system to a large extent reflect and decide the economic health of a country. Rapid growth of the economy and maturing financial system have perfectly complemented each other, while the regulators – majorly RBI and SEBI – have kept a tight vigilance fostering balanced growth. The Indian financial markets are not complex compared to the western financial markets, but are also not as premature as some financial markets in developing nations. Regulators have done a splendid job in achieving a fine balance, which was well-demonstrated by the way the Indian financial institution swish stood the global financial meltdown.

**QUESTIONS:**
a) What is the importance of a financial system in the development of an economy?
b) What are the various constituents of a country's financial system and explain how each of these constituents should work together to have the right influence on the economy?

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017

## 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) | Explain the classification of Retailers with examples | 8M |
| | **OR** | |
| Q.1(B) | Discuss the Retailing Environment with illustrations. | 8M |
| Q.2(A) | Discuss the various types of consumer decision making? | 8M |
| | **OR** | |
| Q.2(B) | Explain the factor influencing the consumer buying behavior. | 8M |
| Q.3(A) | Define Retail Market Strategy? Explain how can a sustainable competitive advantage can be developed. | 8M |
| | **OR** | |
| Q.3(B) | Explain the steps involved in strategic planning process in the context of Retailing. | 8M |
| Q.4(A) | How Advertisement is evaluated and how the effectiveness of advertisement measured? | 8M |
| | **OR** | |
| Q.4(B) | What are the different sales promotion methods? Explain. | 8M |
| Q.5(A) | Write a short notes on i) Creating a store image ii) Creating a buying environment and iii) Design and visual merchandise. | 8M |
| | **OR** | |
| Q.5(B) | Explain the retail personnel management process. | 8M |

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

**Questions:**

Naveen Mehta, a fresh chemical engineer developed a new detergent during his M.Tech course. Upon passing out he inverted a small capital to start manufacturing and selling the detergent under the brand name ' NIPPO'. Coming from a middle class family himself, Mehta decided to price his detergent much lower thatn the other detergents available in the market at that time. His pricing strategy paid rich dividends and Nippa became an instant success. Using his newly acquired finanacial strength, Navin developed a premium quality bathing soap with a unique color and perfume combination. Although the cost price of this soap was itself high, Navin again priced it subsequently lower to be a comparable product in the market by maintaining a low profit margin.

     a) Suggest an appropriate marketing plan to Navin Mehta.

     b) Do you feel Navin committed a pricing mistake in the case of the bathing soap? Give reasons for your answers.

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
## MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017
## INTERNATIONAL FINANCIAL 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 International Liquidity? What constitutes International reserves? | 8M |
| | **OR** | |
| Q.1(B) | Discuss the concept and components of Balance of Payments? | 8M |
| Q.2(A) | What are the salient features of Foreign Exchange Markets? | 8M |
| | **OR** | |
| Q.2(B) | Differentiate between spot and forward exchange rate? | 8M |
| Q.3(A) | What are the main methods to manage the translation exposure? | 8M |
| | **OR** | |
| Q.3(B) | A U.S based MNC has sold its products (invoice in the U.S Dollar) to a firm in the United Kingdom. The invoice amount in USD 10 million. The payment in due three month from today. The current spot ration USD/ GBP 0.5252. It is expected that the U.S Dollar will depreciate by 5% over the three months period. The three months forward rate has quoted is USD/GBP 0.54. What is the expected loss to the British firm, and how it can be hedged? | 8M |
| Q.4(A) | Define working capital. Discuss the decision that need to be made in managing working capital? | 8M |
| | **OR** | |
| Q.4(B) | Explain the origin, Objectives and functions of International Monetary Fund? | 8M |
| Q.5(A) | Write about International capital structure? | 8M |
| | **OR** | |
| Q.5(B) | Evaluate the risk in cross border investment decisions? | 8M |
| Q.6 | **Case Study** | 10M |

Mahindra international (India) imported spares of an engine from a US manufacturer or $5,000 per annum at a price of $2.5 per piece. The average exchange rate during 2001-02 was Rs.47.70?$. The Indian company imported the spares also from a British manufacture. In fact, it had diversified its import in view of reducing the risk Associated with the supply. The import from the USA was competitive in view of the fact the sqame spares imported from the UK was slightly costlier. The American spares spares cost Rs. 119.25 per piece, while the British spares cost Rs. 120.00 per piece.

In 2002-03 , US dollar appreciated to Rs. 48.40 with the result that the cost of American spares turned higher than the British spares. In the sequel of the

appreciation of US dollar, the Indian importer cut its demand from 2,000 pieces to 500 pieces. The loss to the US exporter was colossal. But at the same time, the Indian importer suffered a lot. It had to pay a higher price for the US spares in terms of rupees. And also, it had to divert its import from the USA to the UK insofar as the pound sterling did not appreciate during this period. All this happened in the wake of the exchange rate changes.

**Questions:**
1. Mention the loss borne by the US exporter in the sequel of appreciates of dollar'
2. Measure how much loss the Indian importer had to bear after dollar appreciatio

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

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
### MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017
## 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) | Explain with examples the advantages of digital marketing and challenges in the current market situation. | 8M |
| | **OR** | |
| Q.1(B) | Explain the steps involved in the creation of a blog. What are the advantages of using a blog? | 8M |
| Q.2(A) | Discuss the difference between PPC and SEO with respect to their advantages and disadvantages. | 8M |
| | **OR** | |
| Q.2(B) | Why are Google's guidelines studied for search engine optimisation? Explain. | 8M |
| Q.3(A) | Explain the general principles of using social media. How does the effectiveness be measured? | 8M |
| | **OR** | |
| Q.3(B) | How do you effectively use the following through social media?<br>    a. Video ads<br>    b. Text ads<br>    c. Image ads iv. Local ads. | 8M |
| Q.4(A) | Elaborate on You Tube ads and explains its utility in social media marketing. | 8M |
| | **OR** | |
| Q.4(B) | Elucidate Hierarchy of Effects Models. What is conversion optimization? | 8M |
| Q.5(A) | Discuss the objectives of marketing research before running a digital campaign. What are the sources of data for the same? | 8M |
| | **OR** | |
| Q.5(B) | Explain the KPIs of digital marketing? How is the digital marketing activity budgeted? | 8M |
| Q.6 | **Case Study** | 10M |

Nokia is a Finland based company. They are pioneers in the field of communication. Nokia has its presence in various industries like rubber, cable, forestry, electronics etc. Their venture into the field of telecommunication took place in 1960. Since then, Nokia has grabbed their unique space as a market leader. Their continuous effort to outperform others in innovation and technology has helped them to attract customers like a magnet. Nokia's Business Objective Nokia launched an online campaign to identify 'Brand Ambassadors'. Usually, companies identify various positive conversations about the brand on an online media and tap them gradually. But in this unique move, Nokia organized an online campaign to find brand ambassadors by conducting an online contest. The following were the objectives of the campaign:

- To increase the brand reach.
- To improve Nokia's overall online presence.

## Strategies Used by Nokia

Nokia used ShortStack in order to start with the campaign. ShortStack is a campaign building tool, which helps to understand the visitors and provide an opportunity to engage your customer. It can be used on any social networking site like Facebook, Pinterest, LinkedIn, Google+ etc and it is very easy to use.

Below are the strategies implemented by Nokia in their online campaign.

- Identifying three brand ambassadors was the prime motive. Usually, organizations use passive approach to identify their brand ambassadors but here, Nokia chose to campaign in order to select suitable brand ambassadors.
- The visitors could choose one of the celebrities, out of five, to play with. This allowed the customers to choose from various options thereby, making it interesting.
- Visitors were asked a simple question 'What are you willing to do to be an Ambassador?' People were given the flexibility to respond to this question in the form of an image, video or just a simple comment. People have different ways to express their opinions. The campaign gave them their freedom of expression which was well appreciated.
- The visitors could share their responses on Facebook or Twitter. This was the most exciting part for a visitor as it gave them a platform to express themselves. What they feel about the brand? Why are they attracted towards Nokia? Why do they consider themselves suitable for being the brand ambassador of Nokia? These were the questions that got clarified because of this online campaign.

The campaign was live for 12 days. The responses, engagement of people and the publicity were beyond imagination.

1. Discuss the key learning from the campaign?
2. What could be the results company can expect from the above campaign?

***END***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
### MBA II Year I Semester (R16) Regular End Semester Examinations – December 2017
### 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 do you determine the residential status of an company?                     8M

**OR**

Q.1(B)   Explain the terms                                                               8M
   a. Assessee
   b. Person
   c. Income
   d. Assessment Year

Q.2(A)   A. The following is the profit and loss account of Mr. Vivek for the financial year ended 31    8M
march 2015. You are required to ascertain his income from business for the assessment year
2015-16

| Debit | Amount | Credit | Amount |
|---|---|---|---|
| To salaries | 50000 | By gross profit | 332500 |
| To rent | 18000 | By rent from house property | 48000 |
| To sales tax | 36000 | By interest securities | 14450 |
| To advertisement | 21000 | By dividends | 6800 |
| To taxes and insurance | 6000 | By bad debts recovered ((Allowed earlier) | 5600 |
| To income tax | 5000 | | |
| To wealth tax | 3000 | | |
| To donation to SVU | 20000 | | |
| To life insurance premium | 4000 | | |
| To depreciation | 20000 | | |
| To net profit | 224350 | | |
| Total | 407350 | Total | 407350 |

Additional information:
1. Depreciation allowable Rs.18000 as per income tax
2. Bad debts of Rs.5000 not debited to P& L A/C

**OR**

Q.2(B)   Sri. Rohith Krishna is practicing charted accountant in Mumbai. His particulars of          8M
income and payments for the previous year relevant to the current assessment year
are as under  compute total income.
>             Income from profession Rs. 375000
>             Interest from bank deposits rs.32,000
>             Short term capital gain Rs.50, 000
>             Repayment of loan taken for higher studies Rs.51, 000 (including
>             17,500)
>             Rent paid for the house Rs.60,000.

| Q.3(A) | Illustrate briefly the provision of set off and carry forward of losses | 8M |
|---|---|---|

**OR**

| Q.3(B) | The following are incomes and losses of Mr.X under different heads of income. Set off losses and find his gross total income for the assessment year 2015-16 | 8M |
|---|---|---|

        Income from salary 1,20,000
        Income from house property A 10,000
        Loss from self-occupied house 50,000
        Profit from speculation business 20,000
        Loss from clot business 10,000
        Intrest on bank deposits 20,000
        Loss from long term capital assets 16,000
        Long term capital gain on building 20,000
        Short term capital; losses on shares 8,000

| Q.4(A) | Discuss the implication of tax with respect to capital structure and dividend policies | 8M |
|---|---|---|

**OR**

| Q.4(B) | Comment on the tax benifits under the income tax for the newly established industrial undertakings | 8M |
|---|---|---|

| Q.5(A) | Explain the doctrine of form of and substance in the context of tax planning | 8M |
|---|---|---|

**OR**

| Q.5(B) | Distinguish between the following | 8M |
|---|---|---|

    I) Tax evasion and tax avoidance
    Ii) Tax planning and tax management.

| Q.6 | **Case Study:** | 10M |
|---|---|---|

From the following particulars compute the total income of Aswini.
 Income from salary Rs 421800
 Loss from house property Rs 28000
 Income from other source Rs 75000
**DEDUCTIONS**
1. Medical insurance premium Rs 8000
2. Medical treatment expenses for wife Rs 72000
3. Qualified svings Rs 114000
4. Donation to national defence fund Rs 21000
5. Donation to Yogivemana university Rs 10000
6. Donation to Sri Ramakrishna matt Rs 16000
7. Donation to Charitable institutions Rs 20600 in the form of rice and clothes

**\*\*\*END\*\*\***

# MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
## (UGC-AUTONOMOUS)
## MBA II Year I Semester (R16) Regular End Semester Examinations –December2017
## PERFORMANCE 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) | "Performance management plays significant role in accomplishing organizational objectives" comment. | 8M |
| | **OR** | |
| Q.1(B) | Elucidate various issues of performance management process in detail. | 8M |
| Q.2(A) | Detail the following with suitable examples (a) Role Descriptions (b) Performance Standards (c) Good Performance Plan | 8M |
| | **OR** | |
| Q.2(B) | Explain how to establish performance planning objectives and mutual performance expectations. | 8M |
| Q.3(A) | Portray the crucial role of Coaching and Counseling in managee development | 8M |
| | OR | |
| Q.3(B) | Describe the effects of performance review and supervision on managee and manager in performance management. | 8M |
| Q.4(A) | What is stock taking performance? Describe the importance of efficient feedback in performance management. | 8M |
| | **OR** | |
| Q.4(B) | Explain why appraising is required for recognition and rewarding an employee. | 8M |
| Q.5(A) | Explain the key role of HR professionals in managing the performance of employees. | 8M |
| | OR | |
| Q.5(B) | Describe the significance of ethics in performance management. | 8M |
| Q.6 | **Case Study** | 10M |

ABC private limited is a medium sized organization engaged in the production of industrial goods for the past 20 years. It is basically a non – unionized organization with traditional HR policies and practices. The performance management policy of this company primarily focused on rewarding efficiency. Many employees viewed it as a mere fault – finding exercise without any performance improvement initiative. The PMS of the organization works as follows: When an employee's performance declines beyond the permissible levels, a warning is issued to him and he is usually asked to explain the reason for the decline. In the absence of any convincing reply or significant improvement in his performance, the company resorts to lateral transfers and the poor performer is normally shifted out of his present department and moved to another. If the employee still a poor performer, his services are terminated after due notice. The PMS focuses on quality sustenance at all levels without making any compromise even while preserving the morale of the performing employees by

quickly recognizing their talents and rewarding them rightly. Although the PMS has succeeded in maintaining the quantity and quality of the products, the response of the employees to the PMS has been far from encouraging. The employees have a grudge that the appraisal system has always been keeping them on tenterhooks. To make matters worse, the indifferent attitude and low morale of those employees who have been transferred as part of the penalty has made the situation uneasy and caused anxiety among other employees. The HR manager is a mystified man and has no clues as to why the current system has not been able to produce the desired results of optimum productivity and adequate patronage of employees.

**Questions:**
1. **Does the existing PMS is responsible for all problems of the organization?**
2. **If you were to be the HR manager, what will you do to resolve the crisis?**
<p align="center">***END***</p>

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

## MBA II Year I Semester (R16) Regular End Semester Examinations –December2017
## 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) | Define ware house management?Explain Types of ware houses. | 8M |
| | **OR** | |
| Q.1(B) | Discuss the importance and elements of logistics supply chain customer services. | 8M |

| | | |
|---|---|---|
| Q.2(A) | What are the various types of demand forecasting techniques in detail? | 8M |
| | **OR** | |
| Q.2(B) | Write short note on | 8M |

    a) Distribution channel management
    **b)** Routing transportation management

| | | |
|---|---|---|
| Q.3(A) | What is the importance of information technology in supply chain decision? What are its limitations? | 8M |
| | OR | |
| Q.3(B) | Explain briefly the key enablers in supply chain improvement | 8M |

| | | |
|---|---|---|
| Q.4(A) | Briefly explain | 8M |

    a) Channel Structure
    b) Channel Intensity

**OR**

| | | |
|---|---|---|
| Q.4(B) | What is Vertical Marketing Systems? What are the different types of vertical marketing systems? | 8M |

| | | |
|---|---|---|
| Q.5(A) | Explain the emerging role of 3PL's And 4PL's in achievement of supply chain objectives. | 8M |
| | OR | |
| Q.5(B) | What is bullwhip effect? Explain its relationship with supply chain. | 8M |

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

**Dilemma at " cool air" air conditions**

Cool air conditions is manufacturing commercial air-conditioning units which are exclusively used on the roof of malls or restaurant. Nearly 80% of its sales are replacement models which mean that the company relies heavily or repeat customers.

An air conditioner usually breaks down with little or no warning. Often the customer is under pressure on finding a replacement within a day or two days to run his business. Therefore, the customer is mainly concerned with supplier response no matter who the supplier is

"cool air" Air conditioners hired "reliable logistics", a logistics consulting company to help optimize their distribution network and revive sales at that time, they had 20 distribution centers and warehouses around the country stocking 40 different models.

"Reliable logistics" first throught of shrinking the distribution network to four or five strategically located warehouses, each with extensive inventory. This strategy would have reduced 25% of "cool air " air conditioners ' costs but would have made rapid delivery tough. The marketing manager of cool air air conditioners suggested that the company should go in the opposite direction and expand to 30 locations with A full range of products. But that would have been prohibitively expensive.

**Questions**

1) What do you think are the problems faced by "cool air" air conditioners?
2) Comment on the idea of reliable logistics "to reduce the distribution centers/ warehouses from 20 to4or5 strategic locations.
3) What would you suggest to ensure local availability with minimum inventory for "cool air" air conditioners in their distribution net work?

**\*\*\*END\*\*\***