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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.No	Question	Marks	CO	BL
Q.1(A)	Solve the following L.P.P. by using graphical method: $Max.Z = 2x_1 + x_2$ Subject to $x_1 + x_2 \geq 2$, $x_1 + x_2 \leq 4$, $x_1, x_2 \geq 0$.	10M	1	3

OR

Q.1(B)	Explain Simplex Algorithm?	10M	1	3
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Q.2(A) Find IBFS of the following transportation problem by using LCM

Warehouse Factory	D ₁	D ₂	D ₃	Supply
S ₁	16	20	12	200
S ₂	14	8	18	160
S ₃	26	24	16	90
Demand	180	120	150	

OR

Consider the problem of assignment of four jobs to four persons. The assignment costs are given below. Determine the optimal assignment schedule:

Man Job	I	II	III	IV
1	8	26	17	11
2	13	28	4	26
3	38	19	18	15
4	19	26	24	10

Q.3(A)	Explain the following a) Dominance property b) Two person zero sum game c) Rules to determine saddle point	10M	3	2
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OR

Q.3(B)	Consider a modified form of "matching biased coins" game problem. The matching player is paid Rs.8.00 if the two coins turn both heads and Re. 1.00 if the coins turn both tails. The non-matching player is paid Rs.3.00 when two coins do not match. Given the choice of being matching or non-matching player, which one would you choose and what would be your strategy?	10M	3	2
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Q.4(A) A firm is considering replacement of a machine, whose cost price is Rs.12200, and the scrap value Rs.200. The running costs in Rs are found from experience to be as follows:

Year	1	2	3	4	5	6	7	8
Running cost	200	500	800	1200	1800	2500	3200	4000

10M 4 3

Determine the optimum period for replacement of the machine.

OR

Q.4(B) A dentist who schedules all his patients for 30 minutes appointments. Some of the patients take more or less than 30 minutes depending on the type of dental work to be done. The following summary shows the various categories of work, their probabilities and the time actually needed to complete the work:

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

10M 4 5

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

40 82 11 34 25 66 17 79

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

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

10M 5 4

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

OR

Q.5(B) Explain the basic components of a Queuing system

10M 5 2

Q.6

Case Study

Mahatma Oil Factory has to supply only 200 tons of oil every day. The production of oils varies due to the availability of raw materials and labor for which the probability distribution of production by observation made is as follows:

Simulation Problem

Production per day	196	197	198	199	200	201	202	203	204
Probability	0.06	0.09	0.10	0.16	0.20	0.21	0.08	0.07	0.03

10M 4 4

Simulate and construct the average number of quantity produced more requirement and the average number of shortage of quantity supplied to the out random numbers of 35, 41, 54, 87, 74, 51, 92, 53, 37, 29, 65, 39, 45, 85 and 99.

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q. No	Question	Marks	CO	BL
Q.1(A)	Discuss the concept of leverage and stretch in strategy?	10M	1	2
OR				
Q.1(B)	Explain the steps involved in Strategic Decision-Making Process	10M	1	2
Q.2(A)	Discuss about GE McKinsey Model? Distinguish the difference between GE model and BCG Matrix	10M	2	2
OR				
Q.2(B)	Critically examine the usefulness of BCG matrix as a tool of strategic management.	10M	2	3
Q.3(A)	Outline the strategic options at different level of organization.	10M	3	4
OR				
Q.3(B)	The low-cost leadership strategy at times enables the firm to defend itself against each of five competitive forces. Explain.	10M	3	3
Q.4(A)	Discuss resource allocation as a tool of strategy and strategic implementation.	10M	4	2
OR				
Q.4(B)	Explain the difference between strategy implementation and strategy formulation.	10M	4	2
Q.5(A)	Explain any three methods/techniques used in strategic control systems, giving examples	10M	5	3
OR				
Q.5(B)	Write a short note on 1. Strategic Audit 2. Strategy and Corporate Evaluation?	10M	5	3
Q.6	Case Study 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	10M	5	5

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 the progress until that point in time, Vikram Bakshi (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 does the organisation 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 & Supplementary End Semester Examinations, March - 2023

INTERNATIONAL BUSINESS

Time: 3Hrs

Max Marks: 60

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

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss Globalization and its stages in detail.	10M	1	2
OR				
Q.1(B)	Explain theories of International Trade, brief any two theories?	10M	1	2
Q.2(A)	Elaborate the Significance of Exchange rates in international trade?	10M	2	3
OR				
Q.2(B)	Examine the functions and role of IBRD in international Business?	10M	2	3
Q.3(A)	Explain the benefits of strategic alliances in international Trade?	10M	3	4
OR				
Q.3(B)	Categorize the functions of World Trade Organization?	10M	3	4
Q.4(A)	Elaborate the reasons for the failure of expatriates in host country?	10M	4	5
OR				
Q.4(B)	Judge the staffing policy in International Business?	10M	4	5
Q.5(A)	Brief the role of Economic processing zones and their benefits in international trade policy?	10M	5	4
OR				
Q.5(B)	Discuss the highlights of current Indian EXIM (Foreign trade) policy.	10M	5	5
Q.6	<u>CASE STUDY</u>	10M	1	6

The globalization of the Indian economy has led to the establishment of several large and medium firms as licensing was not necessary. This resulted in the production of several goods, more than the demand in some cases. Consequently, some small-scale units which were receiving Govt. protection became sick. The earlier sick units became mortal. Some examples in this category were textile units in Ahmedabad, electronic units in Delhi, consumer goods firms in Mumbai, AP Lightings, Anantapur, steel melting units in Hindupur, paper mills in Coastal Andhra and leather units in Chennai. Globalization resulted in the entry of several MNC's in India through exports, joint ventures etc. in the addition, U.S.A and Malaysia dumped cooking oil, steel, electronic products etc. European countries exported milk and other agro-based products. These

factors created a slump in the market due to excess supply. Further, the decline in employment opportunities affected the purchasing power of middle-class consumers adversely.

This created like China, S.Korea produced goods at a cheaper rate than India. This created havoc in the market. The policy of globalization was criticized by some. Other quarters of the industry felt that Indian business and industry should learn management techniques and focus on high productivity and low cost.

In the light of above answer the following questions:

- 1) Is globalization desirable for the Indian economy? Why?
- 2) How will globalization benefit Indian companies?

*****END*****

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

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL														
Q.1(A)	Explain the various methods of public offer in New issue Market.	10M	1	2														
OR																		
Q.1(B)	Define Investment and explain the Various alternatives of Investment.	10M	1	2														
Q.2(A)	The rate of return of equity shares of Wipro Ltd., for past six years are given below:	10M	2	5														
<table border="1" style="margin: auto;"><thead><tr><th style="text-align: center;">Year</th><th style="text-align: center;">1</th><th style="text-align: center;">2</th><th style="text-align: center;">3</th><th style="text-align: center;">4</th><th style="text-align: center;">5</th><th style="text-align: center;">6</th></tr></thead><tbody><tr><td style="text-align: center;">Rate of return (%)</td><td style="text-align: center;">12</td><td style="text-align: center;">18</td><td style="text-align: center;">-6</td><td style="text-align: center;">20</td><td style="text-align: center;">22</td><td style="text-align: center;">24</td></tr></tbody></table>					Year	1	2	3	4	5	6	Rate of return (%)	12	18	-6	20	22	24
Year	1	2	3	4	5	6												
Rate of return (%)	12	18	-6	20	22	24												
Calculate the average rate of return, standard deviation and variance.																		
OR																		
Q.2(B)	Avinash has a 14% debenture with face value of Rs.1000 that matures at par in 15 years. The debenture is callable in five years at Rs.1180. it currently sells (Market price) for Rs.1030. calculate each of the following for this debenture.	10M	2	5														
<ol style="list-style-type: none">1. Current Yield2. Yield to Maturity.3. Yield to Call																		
Q.3(A)	Explain the key indicators in analyzing the prospects of an industry& also Explain the industry analysis factors.	10M	3	2														
OR																		
Q.3(B)	a. Explain the Dow Theory and criticism of Dow theory. b. Discuss the three types of trend.	10M	3	5														
Q.4(A)	What are the main measures & assumptions of in Markowitz portfolio?	10M	4	2														
OR																		
Q.4(B)	Calculate Port-folio Return, Port-folio variance and Port-folio Risk. Two Securities L & M generate the following sets of expected returns.	10M	4	5														
<table border="1" style="margin: auto;"><thead><tr><th rowspan="2" style="text-align: center;">Year</th><th colspan="2" style="text-align: center;">Past two Years Return (%)</th></tr><tr><th style="text-align: center;">Stock-L</th><th style="text-align: center;">Stock-M</th></tr></thead><tbody><tr><td style="text-align: center;">2021</td><td style="text-align: center;">12</td><td style="text-align: center;">14</td></tr><tr><td style="text-align: center;">2022</td><td style="text-align: center;">18</td><td style="text-align: center;">12</td></tr></tbody></table>					Year	Past two Years Return (%)		Stock-L	Stock-M	2021	12	14	2022	18	12			
Year	Past two Years Return (%)																	
	Stock-L	Stock-M																
2021	12	14																
2022	18	12																
What is the expected Return and Risk on Port-folio made up 60% of Stock-L and 40% of Stock –M.																		

Q.5(A) What are the different types of Equity Portfolio Management strategies? Discuss. 10M 5 2

OR

Q.5(B) The Return and Standard deviation figures of two mutual funds and stock market index are given in the table. 10M 5 2

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

The risk free rate of return is 7%.

You are required to measure the performance of the funds and give the suggestion which fund is better and why? with the following techniques

1. Sharpe Ratio
2. Treynor's Ratio

Q.6

CASE STUDY

10M

5

A portfolio consists of three securities P, Q and R with the following parameters:

	Security			Correlation Coefficient
	P	Q	R	
Expected return (%)	35	22	20	
Standard Deviation (%)	20	26	24	
Correlation Coefficient				
PQ				- 0.5
QR				+ 0.4
PR				+ 0.6

If the securities are equally weighted, how much is the risk and return of the portfolio of these three securities?

END

Hall Ticket No:

Question Paper Code: 20MBAP415

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Compare and contrast traditional and digital marketing.	10M	1	4
OR				
Q.1(B)	Explain the evolution of digital marketing in India.	10M	1	2
Q.2(A)	Discuss the concept of search engine optimization? How companies are using SEO?	10M	2	2
OR				
Q.2(B)	Explain the concept of Search Engine and its ranking methods.	10M	2	2
Q.3(A)	Discuss the concept of social media marketing? Explain the impact of social media in search.	10M	3	2
OR				
Q.3(B)	Compare and contrast the traditional advertisement and social media advertisement in detail.	10M	3	4
Q.4(A)	Design the web banner for social media.	10M	4	4
OR				
Q.4(B)	Explain the benefits of social media and how companies use social media	10M	4	2
Q.5(A)	Explain types of digital content management.	10M	5	2
OR				
Q.5(B)	Discuss the various ethical issues in digital marketing.	10M	5	2
Q.6	<u>CASE STUDY</u>	10M		5

Ariel actilift had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most Scandinavian showed that there were more than hundred thousand blog posts in Sweden alone on the subject of laundry education. Most of these posts were related to removal of tough stains. Ariel decided to focus on tough stains. The objective of the campaign was to prove that Ariel actilift has the power to remove tough stains.

Questions:

Consider you are the digital marketing head of same company.

- (a) How would you use display advertising to promote Ariel new product?
- (b) How would you use YouTube advertising to promote Ariel new product?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss about traditional HRM and data driven HRM? Does the evolution of HR Analytics transform the HR system? Elaborate?	10M	1	2
	OR			
Q.1(B)	Can you list the stages involved in the implementation of HR Analytics in an organization? Discuss the importance of implementing HR analytics for organizational development?	10M	1	2
Q.2(A)	How would you explain the common usage of people analytics in organization?	10M	2	2
	OR			
Q.2(B)	How would you use the concept of organizational intelligence model in people Analytics? Elaborate the OIM frame model?	10M	2	3
Q.3(A)	How do you compare Time to Start and Time to Fill in HR Analytics?	10M	3	3
	OR			
Q.3(B)	What metrics would you use to calculate the contingent rate of an organization? Is there any relationship between contingent representation rate and turnover rate?	10M	3	5
Q.4(A)	What can you say about the employee training metrics which result for the productivity of the organization?	10M	4	2
	OR			
Q.4(B)	Can you list various metrics associated with work quality and work quantity employee performance?	10M	4	2
Q.5(A)	How would you explain the special allowance to meet relating to duties or personal expenses? List all the components of salary computation?	10M	5	4
	OR			
Q.5(B)	State in your own words about the organizational effectiveness and the importance of setting goals to reach the long-term organizational goals?	10M	5	3
Q.6	CASE STUDY	10M	4	5
	Medix, a national organization specialized in workforce solutions and recruiting skilled personnel for clients in the Healthcare, Scientific, and Information Technology industries, announced new tools to enhance hiring and management with the launch of two new features in the MyPrint behavioral assessment suite, the MyPrint Collaboration Report and MyPrint Detailed Report. The new MyPrint Collaboration Report provides managers insights about the interaction of their own profile and			

their employees', along with coaching advice. Medix implemented the use of My Print into our onboarding programs, and we've seen a positive impact on how we get to know our newest teammates. From personality styles to motivators, the My Print Collaboration Report has helped our new hires cultivate strong team relationships, leading to higher levels of engagement, retention and success in their new roles. With a higher than desired turnover rate for new employees in the first 90 days, Medix turned to Talent today to determine how to better use soft skills data to reduce turnover rates. With a higher than desired turnover rate for new employees in the first 90 days, Medix turned to Talent today to determine how to better use soft skills data to reduce turnover rates.

THE CHALLENGE: NEW HIRE TURNOVER

Collaboration Report - First page with a higher than desired turnover rate for new employees in the first 90 days, Medix turned to Talent today to determine how to better use soft skills data to reduce turnover rates. With HR working as a strategic business partner, Medix was able to empower managers and their direct reports to have enhanced collaboration with soft-skills data. Medix's HR team implemented proactive collaboration sessions between managers and new hires based on Talent today's Collaboration Report, a 1:1 report designed to compare two individuals' similarities and differences. The report provides guidance on how they can work better together based on their unique My Print results. By implementing these sessions as proactive and voluntary, the buy-in is high among internal employees. With HR acting as the facilitator, the manager and new hire can use the report to talk through examples that can help motivate them, and what discourages them, empowering engagement to work together towards business goals.

THE RESULT: A 68.9% DECREASE IN NEW HIRE TURNOVER

As a result, Medix saw a significant increase in employees staying with the organization past the first 90 days of employment. In fact, the organization experienced a 68.9 percent decrease in new hire turnover!

Questions:

1. Brief the case with proactive collaboration for talent management.
2. Explain the effect on turnover rate of Medix.

*****END*****

Hall Ticket No:

Question Paper Code: 20MBAP402

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain the term 'Financial derivatives'. What are the important features of financial derivatives?	10M	1	2
OR				
Q.1(B)	Write a note on evaluation of Derivative market in India.	10M	1	2
Q.2(A)	Calculate the price of forward contract using the following data: Price of the share : Rs.85 Time to expiration : 9 months Dividend expected :Rs.3.5 per share Time to Dividend : 4 months Continuously compounded risk free rate of return 12% per annum.	10M	2	5
OR				
Q.2(B)	Define Future contract and explain the features of Future contract?	10M	2	2
Q.3(A)	Distinguish between Call options and Put options in detail.	10M	3	4
OR				
Q.3(B)	Define Futures. Explain the Futures trading mechanism in India.	10M	3	4
Q.4(A)	A Stock price is currently at 20 dollar and will move either up to 22 dollar or down to 18 dollar at the end of 3 months. This option considered is a European call option with a strike price of 21 dollar and an expiration date in 3 months. The risk free interest rate is 12% per annum. Calculate the value of call option under Binomial model.	10M	4	5
OR				
Q.4(B)	Explain Option Contract and illustrate its features and types of option contract?	10M	4	2
Q.5(A)	Microsoft company and Intel companies enter in to swap agreement for three years initiated on march 5 th of 2018. Microsoft agrees to pay to Intel on interest rate of 5 percent Per annum on Principal of Rs. 100 million (Fixed rate of interest) and in return Intel agrees to pay Microsoft the six months LIBOR on the same notional Principal. Microsoft Fixed rate payee, Intel is the floating rate payer. The floating rate expected to revalue as below for every semiannual period.	10M	5	5

On March	5 th 2018	4.20%
On September	5 th 2018	4.80%
On March	5 th 2019	5.30%
On September	5 th 2019	5.50%
On March	5 th 2020	5.60%
On September	5 th 2020	5.90%

The calculation of Floating rate is at the beginnings of semi- annual period.

1. Show the Swap agreement between the two companies.
2. Calculate net income or cash flows receivable or payable by Microsoft and Intel.

OR

Q.5(B)	Define SWAP Contracts. Explain the various types of SWAP.	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	5	5

Consider a three month call option on ABC Company's stock with an exercise price of ` 45. If ABC is currently selling at ` 50 and the risk-free interest rate is 5%, what will be the price of the option? Apply the Black-Scholes model to find call option value by assuming the standard deviation of the rate of return of ABC stock to be 0.4

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss types of non-store based retail formats with examples.	10M	1	2
OR				
Q.1(B)	Elaborate the retailing environment with examples?	10M	1	3
Q.2(A)	Discuss about Retail Market Strategy (RMS) and give example of any supermarket?	10M	2	2
OR				
Q.2(B)	Explain in detail the strategic positioning with necessary examples	10M	2	3
Q.3(A)	Define promotion and highlight the importance of retail promotion program and the various methods for communicating with customers?	10M	3	3
OR				
Q.3(B)	Demonstrate the strategies for advertising for a shopping mall with example?	10M	3	3
Q.4(A)	Discuss the roles and responsibilities of retail store manager.	10M	4	3
OR				
Q.4(B)	Examine the factors responsible for the growth of private labels.	10M	4	4
Q.5(A)	Evaluate the role of technology in online retailing.	10M	5	5
OR				
Q.5(B)	Analyse the features and changing trends in retailing of services.	10M	5	4
Q.6	CASE STUDY		2	5

Under the leadership of Leahy, Tesco implemented the Balanced Scorecard concept. This concept had been introduced by Dr. Robert S. Kaplan and Dr. David P. Norton in an article published by Harvard Business School in 1992. The Balanced Scorecard system aimed to change organizations from financially driven to mission driven organizations. Through four business perspectives - financial performance, internal processes, customer knowledge and learning & growth, the Balanced Scorecard converted strategy into an integrated management system. Tesco adapted the Balanced Scorecard approach to meet its own requirements renaming it the Steering Wheel.

10M

Earning Customer Loyalty

Through its baseline 'Every Little Helps,' Tesco wanted to convey its service

philosophy to its customers. According to Leahy, "People often ask me what the secret is to our success, well, I'll tell you: we listen carefully to the customers, and try to give them what they want." To make shopping trips more comfortable, Tesco introduced several initiatives like price reduction, improved product availability and well trained staff. To provide optimal staffing at checkout counters, Tesco introduced automatic labor scheduling. It also provided customers with a wide variety of information through in-store handouts and on its website www.tesco.com.

Focus on Employees

In the 1980s, Tesco main focus had been on revenue generation and the work culture in the company was dominated by fear. The staff was scared of their managers. People were hired and fired indiscriminately. The staff were neither paid well nor managed well. With a workforce of about 45,000, Tesco's average employee turnover was 75%. About £1000 was spent per employee on recruiting and training which added up to £30 million per year. Leahy implemented a new strategy relating to Tesco's people as an integral part of the Tesco Steering Wheel, because he was convinced that Tesco employees were the key to success in organizational strategies and achievement of goals.

Making Operations Efficient

Tesco's distribution network in the UK was among the best in the world. The company emphasized the importance of putting resources to the maximum use. Tesco stores in the UK received two deliveries a day one a "fill up" delivery and the other, a "top up" delivery. To keep the things simple for customers as well as for employees, Tesco adopted several new systems such as electronic shelf edge labeling all across the store, through which prices could be changed from a single central point; self scanning tills; self service pre-packaged products, coffee shop on mezzanine floor and also merchandising of fresh produce.

Questions

- 1) Process of implementing 'Steering Wheel' strategy
- 2) Benefits of 'Steering Wheel' strategy

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

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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 A or B only

Q.No	Question	Marks	CO	BL
Q.1(A)	How many legislations does the OSH code consolidate?	10M	1	4
	OR			
Q.1(B)	a. What are the duties of an employer? b. Why should employers comply with the law?	10M	1	2
Q.2(A)	How is the social security for unorganized sector regulated in India?	10M	2	2
	OR			
Q.2(B)	What are the Maternity benefits under Social Security Code 2020?	10M	2	4
Q.3(A)	a. What is the Code on Wages, 2019 No 29 of 2019? b. Discuss the Salient features of Code on Wages Bill.	10M	3	4
	OR			
Q.3(B)	Write the key points under Section 5 of the Code on wages, 2019.	10M	3	4
Q.4(A)	Define Industrial relations with its contents and Scope.	10M	4	2
	OR			
Q.4(B)	Write about Key changes in Bipartite forums under Industrial relations.	10M	4	4
Q.5(A)	Discuss the Voluntary reference of disputes to arbitration in IR.	10M	5	2
	OR			
Q.5(B)	What are the mechanisms of settlement of disputes?	10M	5	2
Q.6	Case Study (Compulsory Question)	10M	3	5

In February 2001, India's largest public sector bank (PSB), the State Bank of India (SBI) faced severe opposition from its employees over a Voluntary Retirement Scheme (VRS).

The VRS, which was approved by SBI board in December 2000, was in response to Federation of Indian Chambers of Commerce and Industry's (FICCI) report on the banking industry. The report stated that the Indian banking industry was overstaffed by 35%. In order to trim the workforce and reduce staff cost, the Government announced that it would be reducing its manpower

Though SBI had 9,000 branches, a mere 22% of those (1935 branches) were connected through Internet. In contrast all of HDFC Bank's 61 branches were connected. By 2000, SBI's net profit per employee was Rs 0.43 million while HDFC's was Rs 0.96 million, and SBI's NPA level was around 7.18% as against HDFC's 0.73%.

The SBI was shocked to see the unprecedented outcry against the VRS from its employees. The unions claimed that the move would lead to acute

shortage of manpower in the bank and that the bank's decision was taken in haste with no proper manpower planning undertaken.

They added that the VRS would not be feasible as there was an acute shortage of officers (estimated at about 10000) in the rural and semi-urban areas where the branches were not yet computerized. Moreover, the unions alleged that the management was compelling employees to opt for the VRS. They said that the threat of bringing down the retirement age from 60 years to 58 years was putting a lot of pressure on senior bank officials to opt for the scheme.

However, despite all the protests, SBI received around 35,000 applications for the VRS. Analysts pointed out that many bank employees opted for the VRS due to the better employment prospects with the NPBs. SBI had not anticipated such a huge response to the scheme. While the VRS was mainly aimed at reducing the clerical staff and sub-staff, the maximum number of optees turned out to be from the officer cadre. The clerical staff was reluctant to go for the VRS due to the low employment opportunities for them in the NPBs. According to reports, the number of applications from officers stood at 19,295, which meant that over 33 per cent of the total officers in the bank had sought VRS.

Following huge response to the VRS from officer cadre, SBI issued a circular stating that the management would relieve only those officer cadre applicants who had crossed the age of 55 years. The bank also issued a circular barring treasury managers, forex dealers and a host of other specialized personnel, from seeking VRS. Employees who had not served rural terms were also barred from opting for the scheme. The VRS was also not open to employees who were doctorates, MBA's, Chartered Accountants, Cost & Works accountants, postgraduates in computer applications. In another circular, SBI mentioned that any break in service (i.e. leaves availed on a loss of pay basis) would not be taken while calculating the service period. The bank also restricted the loan facilities to the personnel who had opted for the VRS. If an employee wished to continue a housing loan after accepting VRS, he was asked to pay interest at the market rate. After these restrictions were introduced, only 13.4% of the officers were left eligible for VRS instead of the earlier 33%.

In the post-VRS scenario, SBI planned to merge 440 loss-making branches and announced redeploy additional administrative manpower (resulting from the merger of loss-making branches) to frontline banking jobs. SBI also planned to reduce its regional offices from 10 to 1 or 2 in each circle. In August 2001, it was reported that a single officer had to take charge of 3 or 4 branches as the daily concurrent audit got affected.

Questions

1. The results of the SBI VRS were not in line with the management's expectations. Comment on the above statement and discuss the effects of the VRS on SBI.
2. In most of the VRS implementation exercises in Indian PSUs, the largest numbers of applicants have been from the officer cadre. Was SBI wrong in not anticipating this for its VRS? Also comment whether SBI was justified in altering the eligibility criteria for the officer cadre to restrict their outflow.

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Hall Ticket No:

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Question Paper Code: 20MBAP403

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	How to determine residential status of a Company?	10M	1	1
OR				
Q.1(B)	(i).BRK Co. Ltd. is an Indian company. It has 20 shareholders who are foreign citizens and non-resident in India. The business of the company is fully controlled from outside India. Find out the residential status of BRK Co.Ltd for the assessment year 2022-23. (ii). BRS Co.Ltd is incorporated in Japan. It has 30 shareholders (14 are Indian citizens and resident in India). The company has no active business in Japan. Gross annual turnover of the company for the previous year 2021-22 is Rs. 49 crore mainly from operations conducted from Korea, Sri Lanka and India. The company is managed by a team of professionals from India. Find out the residential status of BRS Co.Ltd for the assessment year 2022-23. <i>You are required to find the Residential status of the Company.</i>	10M	1	5
Q.2(A)	A building of Mr. Bose is compulsorily acquired by A.P Govt. Its cost of acquisition to the assessee was Rs 1,72,000 in Aug. 2005. The A.P Govt. pays Rs 6,75,000 as compensation on 25/05/2018. Mr. Bose purchased another building for industrial undertaking for Rs 2,80,000 on 24/06/2018. Mr. Bose sold the new building for Rs 3,50,000 on 31/08/2018. Compute the taxable capital gain for Ay 2022-23 (CII 2005-06=117, 2019-20=280).	10M	2	5
OR				
Q.2(B)	(i) From the following, compute the taxable income under the head income from business, Profit before adjusting the following items is Rs.5,50,000. Particulars Rs. Administration expenses 10,000 Trade expense 5,000 Household expenses 3,000 Discount allowed 4,000 Income tax 400 Provision for Bad debts 2,000 Bad debts 3,000 Donation to P.M. National relief Fund 4,000 Legal fee 200. (ii) P & L a/c of a firm shows a profit of Rs.50,000 after debit of following sums. Particulars Rs. Income tax paid 30,000 Travelling expenses (Business) 20,000 Penalty & Fees 40,000 Sales tax 30,000	10M	2	5
Q.3(A)	Explain about the Set off and Carry Forward of Losses.	10M	3	2

OR

Q.3(B)	<p>The Following details extracted from Blue star group of Companies.</p> <p>Income From Business</p> <p>Steel – Rs. 6,35,000</p> <p>Hardware – Rs. 2,67,500</p> <p>Cement – Rs.(3,95,500)</p> <p>Income From Capital Assets</p> <p>Short Term Capital Gains on Sale of Jewellery – Rs. 1,95,000</p> <p>Short Term Capital Losses on sale of Shares – Rs.(1,35,000)</p> <p>Long Term Capital Gains on Sale of Shares – Rs. 3,95,750</p> <p>Long Term Capital Losses on Sale of Shares – Rs. (4,75,000)</p> <p>Income From Other Sources</p> <p>Interest on fixed deposits – Rs.1,75,000</p> <p>Card games – Rs.45,000</p> <p>Income From Maintenance of Horse Races – Rs.(1,05,000)</p> <p style="padding-left: 40px;">Income from Speculation Business – Rs. 75,000</p> <p>You are required to compute the Gross Income of Blue star Co.ltd for the Assessment year 2022-23 and taken Into Consideration the Following</p> <ul style="list-style-type: none"> • Brought down Steel Business loss from Assessment year 2020-21 Rs.75,000 • Brought down Long term capital Loss from Assessment year 2020-21 Rs.15, 000. 	10M	3	5
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Q.4(A)	<p>Illustrate the Corporate Tax Planning in respect of employee's remuneration</p> <p style="text-align: center;">OR</p>	10M	4	2
Q.4(B)	<p>Discuss the concept of Tax Management with reference to Capital Structure?</p>	10M	4	3
Q.5(A)	<p>Elaborate "Corporate Tax Planning in respect of Mergers and Amalgamations</p> <p style="text-align: center;">OR</p>	10M	5	2
Q.5(B)	<p>Explain about "Tax planning in respect of Export Promotion"?</p>	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	2	5

MsLaasya has sold a residential house property and the capital gains is Rs 25,00,000/- in June 2019. In October 2019, MsLaasya purchased a new residential house property of Rs 40,00,000/-In January 2021, MsLaasya sold the new residential house Property for Rs 55,00,000/- Based on the capital gains mentioned above, let's compute the taxable capital gains for MsLaasya.

*****END*****

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

MBA II Year I Semester (R20) Regular End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Discuss the factors influencing consumer behavior with relevant examples	10M	1	2
OR				
Q.1(B)	Explain consumer decision making process of the following products: (i) Hospital (ii) Smart watch	10M	1	4
Q.2(A)	Discuss Engel-Blackwell-Kollat Model of consumer decision making for buying a high-end car	10M	2	3
OR				
Q.2(B)	Analyze the application of Howard Sheth model in purchase of any durable goods	10M	2	3
Q.3(A)	Discuss the various stages of CRM cycle	10M	3	3
OR				
Q.3(B)	Examine the need and importance of Customer Relationship Management (CRM) in organizations with suitable illustrations	10M	3	3
Q.4(A)	Explain the factors influence employee's customer-oriented behavior	10M	4	2
OR				
Q.4(B)	Discuss the factors of service failure. What the reasons of service failure for a product of your choice.	10M	4	3
Q.5(A)	Discuss the major components of customer satisfaction.	10M	5	3
OR				
Q.5(B)	'Customer satisfaction predicts customer loyalty'. Justify the statement with suitable example of your choice.	10M	5	6
Q.6	Case study A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had both automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The	10M	5	5

middle income group were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together.

It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users.

With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day. They seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions:

1. Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.
2. What should be the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales?

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Hall Ticket No:

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Question Paper Code: 20MBAP410

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

HUMAN RESOURCE PLANNING

Time: 3Hrs

Max Marks: 60

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

Q.No	Question	Marks	CO	BL
Q.1(A)	Analyze the process and importance associated with Human resource planning?	10M	1	4
OR				
Q.1(B)	Discuss the dimensions and benefits of human resource planning.	10M	1	2
Q.2(A)	Explain analysis of workload factor method with an example?	10M	2	2
OR				
Q.2(B)	Explain qualitative techniques of forecasting (job analysis, Delphi, managerial judgement).	10M	2	2
Q.3(A)	Discuss competency mapping and its procedures.	10M	3	2
OR				
Q.3(B)	Analyze the labor market behavior impact on human resource planning?	10M	3	3
Q.4(A)	Explain process and use of selection?	10M	4	2
OR				
Q.4(B)	Write Short notes a. Training and Development b. Promotion and Transfer	10M	4	2
Q.5(A)	Discuss the scope, characteristics, and Process of HR audit	10M	5	2
OR				
Q.5(B)	Explain the objectives of human resource audit in HRP?	10M	5	2
Q.6	CASE STUDY	10M	4	5
	<p>BMW (Bayerische Motoren Werke in German, or Bavarian Motor Works in English) is basically a German company with vast experience in the field of cars and was introduced in 1916. This company spends more money on its human inputs to add value and also its complex contribution of human resources creates its competitive advantage. BMW's specialized staff which are able to offer superior quality of product and in the market with the customer experience. Human resources plays important role in the BMW even in the time of recession as they have invest on the human inputs. But this depends on the financial condition and capabilities of the market as they had invested in training development and recruitment of the new management teams in their organisation.</p>			

Earlier BMW was not giving importance to its customer services and its staff only focusing on its products and places for its expansion but later on they realize that human resources and their management is important for success in the market and competition. In BMW the goal of human resources is to change and improve their markets by using the new methods of production and materials and organize them into the excellent way of customer servicing. As always in BMW the goal of human resource management is to add more value and improve the ratio of cost in the added value of its car products. The main goal of HRM in BMW is to make people more productive and creative for the long-term standing with them and when the management staff will be more productive then the jobs get more skilled. In recession also this company had constantly invested in the human resources and its development.

Questions:

1. What are the human resource strategies of BMW?
2. What are the techniques used by the company for Training and Development?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain the Equilibrium in Balance of Payments	10M	1	2
OR				
Q.1(B)	Define purchasing power parity and explain the types of Purchase Power Parity.	10M	1	2
Q.2(A)	Outline the geo-political events importance and its impact on International Business	10M	2	2
OR				
Q.2(B)	Illustrate the relationship between International Financial Management and the Multinational Firm.	10M	2	2
Q.3(A)	Examine the role of international financial markets in risk management	10M	3	4
OR				
Q.3(B)	Classify various types of foreign exchange Exposure	10M	3	4
Q.4(A)	Critically examine the services rendered by International Monetary Fund	10M	4	4
OR				
Q.4(B)	Explain the importance of International Working Capital Management	10M	4	2
Q.5(A)	Appraise the purpose and Forms of overseas investment.	10M	5	5
OR				
Q.5(B)	Assess the Foreign Portfolio Investment (FPI) in relevance with the methods of raising capital.	10M	5	5
Q.6	CASE STUDY Indian Pharmaceuticals Ltd is considering undertaking a capital investment in Singapore to manufacture generic medicines. It is estimated that the project will cost SGD 500 million (SGD 400 million of immediate capital expenditure and SGD 100 million of working capital). The economic life of the project is estimated at 10 years. It is estimated that the project will generate an annual revenue of SGD 300 million with annual operating costs of SGD 100 million. The company policy is to follow straight-line depreciation. The project will have zero scrap value. The company plans to finance the project with the following sources of funds: 10% Eurobonds: SGD 200 million	10M	5	5

Retained earnings: SGD 300 million.

The issue costs will be 2% and are tax deductible. The pharma Industry in Singapore has an equity beta of 1.20. The risk-free return in Singapore is 5% and the market return is 15%. The corporate tax rate in Singapore is 30%. There is no double-taxation agreement between India and Singapore. The overseas investors in Singapore are allowed only to remit 50% of each years pre-tax, but after-interest amount, back to the parent. All the blocked funds earn tax-free interest @ 5% and can only be repatriated at the end of the project life. The project is not expected to attract any tax on the remitted cash flows. The Current Spot rate (SGD/INR) is INR 28.5525. and the Singapore dollar is expected to depreciate against INR at an annual rate of 2%.

Alternatively, the company has drawn plans for a wholly-owned manufacturing facility in Hong Kong. A major attraction of locating the manufacturing facility in Hong Kong is that the Hong Kong government has promised to arrange for a large portion of the construction cost of the production facility to be financed at a very attractive interest rate if the plant is built there. The cost of constructing the manufacturing plant is estimated at HKD 100 million The production capacity created by this investment is HKD 40 million. The rest of the cost of the project can be met by the company through its retained earnings. The marginal corporate tax rate in Hong Kong is 30%. The subsidiary unit in Hong Kong is allowed to repatriate the profits to the parent as and when it wants by paying an additional tax at 10% on the amount to be remitted. The project life is estimated at 10 years. The company may follow the straight-line method of depreciation. The market value of the plant at the end of the project life is difficult to estimate. One of the most attractive features of the proposal is the special financing the Hong Kong government is willing to arrange. If the plant is built in Hong Kong, the company will be eligible to borrow HKD 40 million at an interest rate of 5% per annum. The normal borrowing rate for the company in Hong Kong could be 9%. The loan schedule calls for the principal to be repaid in 10 equal instalments. The company uses 14% as its all-equity cost of capital. With the commissioning of the Hong Kong plant, the company expects annual sales revenue of HKD 150 million as against the annual operating costs of HKD 75 million. The current Spot rate (HKD/INR) is 5.5950, and it is expected that the INR will appreciate against the Hong Kong dollar by 2% per annum on an average over the next ten years. The risk-free interest is 7% in India and 5% in Hong Kong.

Questions:

1. Advise the management on the desirability and location of the project?
2. Comment on the intended financing plans. Which plan is the best according to your analysis?

*****END*****

Hall Ticket No:

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Question Paper Code: 20MBAP419

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Describe the supply chain management flow.	10M	1	2
OR				
Q.1(B)	Evaluate the frameworks for structuring supply chain drivers.	10M	1	4
Q.2(A)	Explain the role of distribution in supply chain.	10M	2	2
OR				
Q.2(B)	What are the factors influencing distribution network design.	10M	2	3
Q.3(A)	Evaluate the different forecasting methods.	10M	3	3
OR				
Q.3(B)	How will you measure forecasting errors?	10M	3	4
Q.4(A)	Criticize the different roles of cycle inventory in a supply chain.	10M	4	3
OR				
Q.4(B)	Discuss quantity discounts and its importance.	10M	4	2
Q.5(A)	Describe the mode of transportation in supply chain.	10M	5	2
OR				
Q.5(B)	Explain the role of sourcing in a supply chain.	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	3	5

Alibaba's Singles' Day sales

Alibaba Group Holding Ltd's total value of goods transacted during its Singles' Day shopping festival was 912 billion yuan (\$ 14.32 billion), the Chinese e-commerce giant

The numbers got a boost this year from adding the sales from various new channels, including its affiliates and investees. In all, the figure for this year's Singles' Day is up 60 percent from 2014. The results are preliminary and unaudited, Alibaba said. Of the total value of transactions, 68 percent was through orders from mobile devices. Six years ago, Alibaba turned Nov. 11 into China's equivalent of United

States shopping event cyber Monday. It has now become larger than both cyber Monday and Black Friday combined, and a closely watched barometer of the company's performance.

"Alibaba is positioned so the number one player in the Chinese e-commerce market, so it has to be seen to be maintaining, or gaining ground really," said Duncan Clark, chairman of Beijing-based tech consultancy The company shares were trading down 2.1 percent at \$79.71 in New York at 1713 GMT on Wednesday' after the shopping festival's results Were announced. Singles' Day was originally a mock celebration in China for people not in relationships. But Alibaba in 2009 co-opted the event into a consumption-fest for all' featuring steep discounts and other promotions aimed at attracting droves of customers online. Alibaba's sales data have been closely watched as a gauge of Chinese consumption as economic growth slows.

One of the new sales channel pumping Alibaba's Singles' Day sales was Suning Commerce Group Co, in which it bought a 20 percent stake in August. Sunning's in-store sales will count towards Alibaba's total gross merchandise volume, as long as they go through final processing online, an Alibaba spokesman said. Alibaba has stressed its focus on international e-commerce this Singles' Day. "Within the next five years, we expect China will become the world's largest e-commerce market for imported products," President Michael Evans told reporters on Wednesday. However, the event could be risky for brands, said Brian Buchwald, CEO of consumer intelligence firm Bomoda.

- 1) Analyze the firm's strategies for single day sales?
- 2) What future plans should the firm to take the sales further to next level?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.

In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain the expanding role of HR Manager in global economy?	10M	1	2
OR				
Q.1(B)	Analyze Hofstede's cultural dimensions in international perspective	10M	1	4
Q.2(A)	Discuss the benefits of associated with repatriates for the organization?	10M	2	2
OR				
Q.2(B)	Explain the various sources and policies of international Recruitment?	10M	2	2
Q.3(A)	Discuss the issues related to expatriates performance appraisal and steps to overcome them?	10M	3	2
OR				
Q.3(B)	Explain the process associated with design of cross cultural training program?	10M	3	2
Q.4(A)	Bring out the relevant issues of compensation in MNCs?	10M	4	3
OR				
Q.4(B)	Examine the important objectives of compensation management from MNCs perspective?	10M	4	2
Q.5(A)	Briefly discuss the role of trade unions from international business perspective?	10M	5	3
OR				
Q.5(B)	Explain work life balance in global context briefly.	10M	5	2
Q.6	CASE STUDY	10M	1	5
	A German firm had developed its activities in the electrical industry in the USA for two years and the CEO Peter Hansen was happy with their current performance: market share for important products had increased significantly and progress was better than expected. The number of employees had increased, including quite a few local American managers in high-level management positions – a situation which was rather unusual for a subsidiary of a German multinational in its early stage of development. The CEO's goal from the beginning was to avoid an ethnocentric approach to the American activities of his firm and to take a polycentric approach that supported recruitment of local managers. One of these US local managers was John Miller, the marketing director			

of the company. During the last two years, he has been thoroughly prepared for his job. The company had sent him to various high-level training programs at top business schools and had provided him with a long-term career plan, which included short-term vertical career advancement. While Peter Hansen wanted to support the development of an American management style he nevertheless tried to transfer some HR practices which are highly valued in Germany – particularly investing in training and taking a long-term intra-organizational career perspective. While some US firms took this approach, these ideas were not as widely accepted in the US as in Germany. However, Peter Hansen assumed that these policies would be valued by the new US employees of the firm and would provide an important incentive for employee retention. One morning, Peter Hansen was shocked to learn that John Miller was about to quit his job. A competitor had offered John a challenging position – in large part because he had systematically built up his knowledge and experience base – supported by his German employer. How can you interpret Peter Hansen's surprise from a cultural point of view?

- 1) Relate the described situation to one of the cultural dimensions identified by Hofstede?
- 2) How does this situation compare to comparable situations in your home country.

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Hall Ticket No:

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Question Paper Code: 20MBAP433

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Describe about the techniques of Data Mining.	10M	1	3
	OR			
Q.1(B)	Give an overview of Hadoop.	10M	1	3
Q.2(A)	Explain Business Intelligence.	10M	2	3
	OR			
Q.2(B)	Discuss the Data Analytics life cycle in detail.	10M	2	3
Q.3(A)	Elaborate Hadoop Storage.	10M	3	3
	OR			
Q.3(B)	Give in detail about features of Hadoop.	10M	3	3
Q.4(A)	How reading and writing of text data can be done in Hadoop? Explain.	10M	4	3
	OR			
Q.4(B)	Discuss in detail about Map Reduce API.	10M	4	3
Q.5(A)	Compare ETL Vs ELT	10M	5	4
	OR			
Q.5(B)	Give a case study on any one Bigdata application.	10M	5	4
6	CASE STUDY	10M	5	5

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 CheapTickets.

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.

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.

As a data analyst, how will you provide solution for their problem?

***** END*****

Hall Ticket No:

Question Paper Code: 20MBAP406

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain various elements of Financial System.	10M	1	3
OR				
Q.1(B)	Elaborate on any two major Regulatory and Promotional Institutions in India.	10M	1	4
Q.2(A)	Explain the role played by the RBI as a regulator of Indian Banking System.	10M	2	3
OR				
Q.2(B)	Define a 'Non-Banking Financial Institution'. Explain various types of Non-Banking Financial Institutions.	10M	2	3
Q.3(A)	Explain in detailed about various financial markets.	10M	3	3
OR				
Q.3(B)	Elaborate on Government securities market.	10M	3	4
Q.4(A)	Explain in detailed about 'leasing and hire purchasing'.	10M	4	3
OR				
Q.4(B)	Define the term factoring. Explain various functions and merits of factoring.	10M	4	3
Q.5(A)	Explain various functions of Reserve Bank of India.	10M	5	3
OR				
Q.5(B)	Explain various types of cooperative banks in India.	10M	5	3
Q.6	<u>CASE STUDY</u>	10M	3	5

A very famous article was published in a finance magazine. A portion of that article is present here: Financial market is not a usual market where you buy commodities but a special place where one can have all the information about the different securities traded in the market. The buyers on the one hand get to know about the securities and they get a place where securities are sold helping reduce the wastage of time, effort and money. The financial experts say otherwise the job of the people involved in the securities transactions would have been

really difficult. Securities get a buyer on the one hand and the seller on hand on a common platform—this helps in easy conversion of securities into cash. In the economies where there is no stock exchange the funds remain blocked. The money trapped in the houses should come out and flow in the economy and when they are invested in the shares of a company they have the capability to attain the maximum value. People would always like to sell securities on their own conditions. No government intervention can predict the price of securities. The stock market is a place which runs on the forces of demand and supply thus giving a security its price depending upon its demand. One wonders how the economy of a company can grow without the existence of financial market. Identify explain the functions of financial market discussed in the above case.

*****END*****

Hall Ticket No:

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Question Paper Code: 20MBAP420

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Write a short note on a. Dimensions of brand b. Objectives of branding	10M	1	2
OR				
Q.1(B)	Most of the foreign brands introduced in India have failed. Briefly discuss possible reasons.	10M	1	2
Q.2(A)	Brand is built in the minds of people. Do you agree? Explain this in context to "Country Delight"	10M	2	3
OR				
Q.2(B)	Omega international is planning to introduce a hair gel for male in the Indian market. Assume that you are appointed as the brand manager. Design the brand elements for hair gel.	10M	2	4
Q.3(A)	Explain Keller's CBBE Model with an example	10M	3	2
OR				
Q.3(B)	Google wants to enter laptop category. Assume that you are the brand manager of Google. Discuss the positioning and brand building strategies Google can use.	10M	3	4
Q.4(A)	Analyze the factors influencing brand extension decision.	10M	4	4
OR				
Q.4(B)	"Advertising is a critical dimension in building a brand". Justify the statement with an example.	10M	4	3
Q.5(A)	Outline the concept celebrity endorsement. "Indian TV advertisement is full of celebrities", discuss the reasons for the same.	10M	5	3
OR				
Q.5(B)	"Brand ambassadors play critical role in creating brand image". Justify the statement with a suitable example of your choice.	10M	5	3
Q.6	<u>CASE STUDY</u>	10M	3	5

Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt

of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Pune. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan want to sell mushrooms in a very big way all over India.

- (i) How will you guide Vaibhav and Rajan in
 - a) Brand Positioning.
 - b) Brand Strategies.
- (ii) What challenges do they foresee for Mushroom cultivation.

*****END*****

Hall Ticket No:

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Question Paper Code: 20MBAP413

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

ORGANISATIONAL 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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain why people resist change? What are the various sources of resistance to change in an organization? Explain it with examples.	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)	Elucidate the traits of change agents? How do external and internal change agents differ in their roles?	10M	2	3
OR				
Q.2(B)	Evaluate the Kotter's 8 step model for managing the change.	10M	2	3
Q.3(A)	Compare and contrast the two stems of OD--- laboratory training & survey feedback	10M	3	2
OR				
Q.3(B)	Explain the assumptions and values of organizational development.	10M	3	3
Q.4(A)	Explain the major issues that arise in the organization development Process.	10M	4	4
OR				
Q.4(B)	Briefly explain how the Action research model helps to overcome organizational change.	10M	4	4
Q.5(A)	Discuss any two types of Intervention and their significance to the organization.	10M	5	3
OR				
Q.5(B)	"Survey feedback can be a problematic OD technique because it permits people who are affected by organizational policies to generate data that speaks against those policies." Comment.	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	5	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?

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R20) Regular & Supplementary End Semester Examinations, March - 2023

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.

Q.No	Question	Marks	CO	BL
Q.1(A)	Why do you think survey research design methods are the best methods in data collection? What are the other data collection methods?	10M	1	4
OR				
Q.1(B)	How would you explain the presentations and structure in academic writing?	10M	1	1
Q.2(A)	Could you narrate the steps in sampling process? What sampling methods will you choose if your research population is unknown?	10M	2	4
OR				
Q.2(B)	Why do you think validity and reliability are important for quality research? Explain in detail with different types of research?	10M	2	4
Q.3(A)	Can you list important analysis of dependence methods and interdependence methods in detail?	10M	3	4
OR				
Q.3(B)	i)What is the importance of factor analysis in multivariate analysis?	10M	3	2
	ii) Discuss about the importance of cluster analyses in grouping the data?			
Q.4(A)	Summarize the concepts in multiple linear regression? Why do you think the outliers and coefficient have its importance in regression?	10M	4	4
OR				
Q.4(B)	How to perform simple linear regression?What is the applicability of coefficient of determination(R^2) in simple linear regression?	10M	4	5
Q.5(A)	What is the main idea of choosing logistic and multi-nominal regression in Predictive analyses? What do you understand by logistic curve?	10M	5	1
OR				
Q.5(B)	How would you explain the importance of predictive analysis in different sectors?	10M	5	1
Q.6	CASE STUDY	10M	2	5
	XYZ is the research consultancy company, wants to do a research on the topic "Job Satisfaction of Employees in Macrosoft". Macrosoft is the company located in all the major cities in India functions with 1,50,000 employees.			

Branches(National): Chennai, Trivandrum, Bangalore, Delhi, Noida, Bombay, Calcutta, Hyderabad.

Branches (International) : USA, UK, Canada, Australia, Dubai

Products: Software products

As you are the researcher in the XYZ company, discuss about

1. Research Planning
2. Conceptual framework
3. Sampling method to choose sample
4. Data collection methods
5. Tools for analysis

*****END*****