

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

MBA I Year II Semester (R16) Supplementary End Semester Examinations – JAN 2019
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) Discuss in detail the nature and scope of financial management 8M

OR

Q.1(B) Explain what is meant by agency relationship and agency costs 8M

Q.2(A) Define cost of capital? Explain its significance in financial decision making 8M

OR

Q.2(B) A company is considering an investment proposal to install a new machine. The project will cost Rs.50,000 and will have life of 5 years and no salvage value. Tax rate is 50 %. The company follows straight line method of depreciation. The net earnings before depreciation and tax is as follows 8M

Year	1	2	3	4	5
EBDT	10 000	11000	14000	15000	25000

Evaluate the project using

(i) Payback period (ii) ARR (III) NPV @ 10%

Q.3(A) List out different theories of capital structure. 8M

OR

Q.3(B) i. From the following information of Well Do Company Ltd determine equity share price as per Walter's model 4M

- Earnings per share Rs.10
- Dividends per share Rs.6
- Cost of equity capital is 15 %
- Required rate of return on investment is 20 %

ii. A firm has given the following information and required you to determine share price 4M

- Earnings per share Rs.10
- Retention ratio = 40%
- Capitalization rate 15%
- Return on investment 14 %

Q.4(A) What factors influence the requirement of working capital of a company? illustrate with suitable examples. 8M

OR

Q.4(B) As a financial consultant, prepare a cash budget for a firm whom you have to advise on the amount of overdraft they will require during the months of August and September details are given below: 8M

- (1) 50 percent of credit sales are realized in the month following the sales and the remaining sales in the second month following, creditors are paid in the month following the purchase.
- (2) Cash in bank on August rs.50,000
- (3) Assume all sales and purchases are on credit basis.
- (4) Wages are paid in the same month.

Month	Sales (Rs)	Purchases (Rs)	Wages (Rs)
June	3 60 000	224000	24000
July	284000	288000	28000
August	216000	486000	22000
September	348000	492000	20000

Q.5(A) Define and distinguish between the concepts of Merger, Takeover and Amalgamation. 8M

OR

Q.5(B) What do you mean by Corporate Governance? Discuss major provisions of corporate governance under companies Act 2013. 8M

Q.6 **Case Study** 10M

The following information is available
Earnings per share Rs.5; cost of capital 15%;
If return on investment is

- a) 20 %
- b) 15 %
- c) 10%
- d) Compute value of share using Gordon's model assuming the following

DP Ratio (%)	100	75	50	30
Retention ratio	--	25	50	70

Comment on share price

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R16) Supplementary End Semester Examinations – January 2019
MARKETING MANAGEMENT

Time: 3Hrs

Max Marks: 50

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

Q.1(A)	Explain i) Production Concept ii) Product Concept ii) Sales Concept and iv) Marketing Concept	8M
OR		
Q.1(B)	What is meant by Market Segmentations? What are the criteria of successful Market segmentation?	8M
Q.2(A)	Explain the stages of Product Life Cycle and strategies to adapt at every stage.	8M
OR		
Q.2(B)	Write a short notes with examples on: i) Core product ii) Augment Product, iii) Potential Product and iv) Product Line	8M
Q.3(A)	What are the Various Kinds of Pricing Strategies – Discuss	8M
OR		
Q.3(B)	Explain the objectives of Pricing? Elucidate on Mark up and Marginal Pricing methods?	8M
Q.4(A)	What is Distribution Management? Explain the role and importance of marketing channels.	8M
OR		
Q.4(B)	Explain various policies and practices in managing the sales force.	8M
Q.5(A)	Explain the concept of Marketing Mix? Explain the criteria in deciding the Marketing	8M
OR		
Q.5(B)	Explain the steps involved in developing effective communication.	8M
Q.6	<u>CASE STUDY</u>	10M

A French company Jeanne Arches Perfumes has introduced a perfume under the brand name SK, named after the charismatic celebrity Shah Rukh Khan. The perfume is available in two variants, SK Silver for men and SK Gold for Women. The perfumes are priced at Rs.500 for a 100ml pump spray bottle. The strategy may be to capture a large number of consumers who are oriented towards film celebrities. Advertising is planned through television satellite channels and magazines.

You are required to :

- a. Analyse the decision to make a perfume after a cinema star from the view point of "reference group" behaviour.
- b. Examine the risks associated with this kind of decision.

*****END*****

Hall Ticket No:

--	--	--	--	--	--	--	--	--	--

Course Code: 16MBA110

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

MBA I Year II Semester (R16) Supplementary End Semester Examinations – January 2019

PRODUCTION & OPERATIONS MANAGEMENT

Time: 3Hrs

Max Marks: 50

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

- Q.1(A) Discuss the following concepts 8M
i. Ergonomic consideration in product design
ii. Concurrent engineering

OR

- Q.1(B) Explain briefly the historical development of POM. 8M

- Q.2(A) Define term location. "Discuss the factors which determine the location of plant". 8M

OR

- Q.2(B) Potential locations A, B and C have the cost structures shown for producing a product expected to sell at Rs.100/- per unit. Find the most economical location for an expected volume of 2,000units/year. Also determine the range of annual volume of production for each of the locations A, B and C would be most successful. 8M

Location	Fixed Cost / Year (Rs.)	Variable Cost / Year (Rs.)
A	25000	50
B	50000	25
	80000	15

- Q.3(A) What is material planning? Discuss the factors affecting on material planning with suitable examples. 8M

OR

- Q.3(B) Contrast between job shop scheduling and flow shop scheduling. 8M

- Q.4(A) Discuss the role of Method and Time study in Production & Operations Management. 8M

OR

- Q.4(B) Explain various techniques for productivity improvement. 8M

- Q.5(A) Critically examine the acceptance sampling method with suitable examples 8M

OR

- Q.5(B) Discuss the elements of TQM concept. 8M

Construct the Network for the following Project and determine the following

- i) Critical Path and
- ii) Total time for completion of project.

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

Hall Ticket No:

Course Code: 16MBA112

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

MBA I Year II Semester (R16) Supplementary End Semester Examinations – January 2019
BUSINESS RESEARCH METHODS

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 Research and discuss the need and characteristics for business research? 8M

OR

Q.1(B) Does the scientific method involve reasoning process? Justify your answer? 8M

Q.2(A) Examine the role of technology in research with suitable examples? 8M

OR

Q.2(B) Examine the major ethical issues relating to the business research? 8M

Q.3(A) Is hypothesis always necessary in research? Discuss? 8M

OR

Q.3(B) Distinguish between exploratory and descriptive research? 8M

Q.4(A) Name the different methods of data collection and discuss the factors upon which the choice of a methods for a given research project depend? 8M

OR

Q.4(B) What are the major steps involved in the process of construction of a questionnaire? 8M

Q.5(A) What are the types of report? Explain them in brief? 8M

OR

Q.5(B) Describe the considerations and steps involved in planning report writing work? 8M

Q.6 **Case Study** 10M
Today's Man

David Feld, founder Today's Man, a \$204 million retailer based in Moorestown, New Jersey, guessed that many men equated buying clothes with going to the dentist, but he Didn't know why. Feld paid for focus groups to uncover the truth. But he never met a Focus group he trusted.

Finally, Feld's advertising agency recommended he talk to a company of professional hypnotists based in New York. Feld was skeptical, but he was desperate and curious enough to commission a study focused on why men feel uncomfortable in clothing stores. "The results really shook us up", Feld reports. The comments the men made under hypnosis had ring of authenticity he had been searching for.

Hypnotized men revealed that they often hated the way their clothes fit but didn't know how to complain. "One guy told us that the last time he bought a suit,

it didn't fit right-but he didn't say anything," Feld says. " He then told the hypnotist how insecure and dopey he felt when he wore that suit." Further, some of the groggy men admitted to a sense of powerlessness –they felt ganged up on by both their wives and pushy sales-people. "We had never gotten that answer before," Feld says.

Questions:

1. Evaluate the research methods used by Today's Man.
2. Would recommend any additional research?

*****END*****

Hall Ticket No:

Course Code: 16MBA113

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

MBA I Year II Semester (R16) Supplementary End Semester Examinations – January 2019
STATISTICAL METHODS FOR MANAGERS WITH SPSS

Time: 3Hrs

Max Marks: 50

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

Q.1(A) Write the steps to create a bar chart in SPSS. 8M

OR

Q.1(B) Create a frequency distribution table in SPSS using the data set "Freq_Dist1" and interpret the results. 8M

Q.2(A) Using the data set "Regress4", develop a linear regression equation of performance ratings (Y) on operator experience (X). 8M

OR

Q.2(B) Write the procedure to compute multiple linear regression equation using SPSS. 8M

Q.3(A) Using the data set "Colorpref1", test the hypothesis that whether there is an association between age group of the customers and their satisfaction level towards a particular brand of car in SPSS (use 5% level of significance). 8M

OR

Q.3(B) A manufacturer of electric bulbs claims that his bulbs have a mean life of 25 months with a standard deviation of 5 months. The observed life time of 6 such bulbs is given in the data set "Elebulb1". Can you regard the producer's claim to be valid at 5% level of significance? Prove it with the application of an appropriate test. 8M

Q.4(A) Use one-way ANOVA to analyze the significant difference in the scores of 8 salesmen in 5 zones given in data set "ANOVA1.1". Take 90% as the confidence level. 8M

OR

Q.4(B) For the given data set "ANOVA1.2", perform one-way ANOVA. Use 5% level of significance to test the hypothesis for the difference in means. 8M

Q.5(A) Explain the uses of reliability analysis in business Research. 8M

OR

Q.5(B) Perform the factor analysis for the given data set "Factor1" using the principal component analysis method and analyze the scree plot. 8M

Q.6 Assume that 'x₁' and 'x₂' are the independent variables and 'y' the dependent variable in the given data set "Multiple Regression1". Determine the line of regression and fit the equation. Comment on the coefficient of multiple determination (R²) and standard error of the model. Take $\alpha = 0.10$. 10M

END