

Hall Ticket No:

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

Course Code: 18MBAP108

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020

**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.1(A) Explain the emerging role of financial manager in the era of changing business environment. 10M

OR

Q.1(B) "Profit maximization is not an operationally feasible criterion". Do you agree? Illustrate your views. 10M

Q.2(A) From the following information advise the management as to which project is preferable based on pay-back period. Two projects X and Y, each project require an investment of Rs. 30,000. The standard cut off period for the company is 5 years. (Net profit after tax, but before depreciation) 10M

Year	Project X (Rs.)	Project Y (Rs.)
1	10,000	8,000
2	10,000	8,000
3	4,000	12,000
4	6,000	6,000
5	8,000	7,000

OR

Q.2(B) Compute cost of debt from the following: 10M  
X Co. Ltd. issued 10%, Rs.10,000 debentures of Rs. 100 each at 10% premium and redeemable after 10 years at Rs.120. Tax rate is 40%.

Q.3(A) P&G Company Ltd is expecting an Operating Profit of Rs. 1 Lakh. Whose equity capitalization rate is 12.5%. Currently the company has a debt capital of 4, 00,000 at 8%. Calculate the value of the firm and cost of capital. 10M

OR

Q.3(B) From the following information compute the market price of the company's share as per Walter's Model, if it can earn a return of (i) 20% (ii) 15%; and (iii) 10 % on its investments. 10M

Earnings per share Rs.10

Dividend Payout Ratios are (a) 25% (b) 50% (c) 75% (d) 100 %

The company's capitalization ( $K_e$ ) is 15%.

Q.4(A) How do you evaluate the working capital requirements of a manufacturing company? 10M

OR

- Q.4(B) The Board of Directors of Aravind mills limited requests you to prepare a statement showing the working capital requirements for a level of activity of 30,000 units of output for the year. The cost structure for the company's product for the above mentioned activity level is given below. 10M

**Cost per unit (Rs.)**

Raw materials	20
Direct labour	5
Overheads	15
Total cost	40
Profit	10
Selling price	50

Additional information:

- (a) Past experience indicates that raw materials are held in stock, on an average for 2 months.  
 (b) Work in progress (100% complete in regard to materials and 50% for labour and overheads) will be half a month's production.  
 (c) Finished goods are in stock on an average for one month.  
 (d) Credit allowed to suppliers: one month.  
 (e) Credit allowed to debtors: two months.  
 (f) A minimum cash balance of Rs 25,000 is expected to be maintained.

Prepare a statement of working capital requirements.

- Q.5(A) "Merger means a combination of two companies to form a new company, while an acquisition is the purchase of one company by another in which no new company is formed." Elaborate your answer. 10M

**OR**

- Q.5(B) "Good corporate governance creates a transparent set of rules and controls in which shareholders, directors and officers have aligned incentives." Comment. 10M

- Q.6 Case Study 10 M

A firm whose cost of capital is 10% is considering two mutually exclusive project X and Y, the details which are :

	Project X	Project Y
Investment	Rs. 70,000	Rs. 50,000
Cash flow year 1	10,000	50,000
Cash flow year 2	20,000	40,000
Cash flow year 3	30,000	20,000
Cash flow year 4	45,000	10,000
Cash flow year 5	60,000	10,000
Total Cash flows	1,65,000	1,30,000

Compute the

- Net present value 10%
- Profitability index and
- Internal rate of return for the two projects.

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

Hall Ticket No:

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

Course Code: 18MBAP109

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

**MBAI Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020**

**MARKETING 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.1(A)	Define Market Segmentations? Describe the criteria of successful market segmentation?	10M
<b>OR</b>		
Q.1(B)	Explain the marketing mix for service industries.	10M
Q.2(A)	Give a note on product line and brand line decisions with suitable examples.	10M
<b>OR</b>		
Q.2(B)	Discuss about the strategic considerations in the concept of product life cycle.	10M
Q.3(A)	Explain different kinds of pricing strategies – Discuss with suitable examples.	10M
<b>OR</b>		
Q.3(B)	Define pricing and explain various factors influence pricing strategies.	10M
Q.4(A)	What are the various factors which must be consider while making channel selection?	10M
<b>OR</b>		
Q.4(B)	Describe the objectives of and changing role of sales force management in the modern era of marketing.	10M
Q.5(A)	Discuss the trends of online marketing among the youth, with suitable examples.	10M
<b>OR</b>		
Q.5(B)	'Developing customer relationship and retention is the required task for the Marketers '- how retail firms can adopt strategies for this statement?	10M
Q.6	<b>Case Study</b>	10 M
	<p>Sachin and Virag are two enterprising youth. They have passed out from IIM, Bangalore. They thought that instead of doing a job, they will launch fresh vegetables in Indian markets. 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 Sachin and Virag, fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel started placing orders for supply of 20 kgs every day. Now the mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player M/s Ashtavinayak Mushrooms, equipped with cold storage facility was more interested in the export market. Sachin and Virag have set their sights high now. They aim to sell mushrooms in a very big way all over India. Mushrooms have a great market potential and is a perishable food.</p> <p><b>Questions :</b></p> <p>a) What will you advise Sachin and Virag, as how to increase the Indian consumers' awareness about this new food product?</p> <p>b) What would be your suggestions for distribution channels for mushrooms?</p>	
<b>***END***</b>		

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

## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

**MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020**

### PRODUCTION & OPERATIONS 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.1(A) Define Operations management. Explain the key concepts of Operations management with a schematic diagram. 10M

OR

Q.1(B) Explain the historical evaluation of operations management up to 21st century. 10M

Q.2(A) Examine the steps involved in product design process. 10M

OR

Q.2(B) How can design teams improve the quality of design? Discuss its advantages and disadvantages. 10M

Q.3(A) Analyse the four basic types of production processes with their advantages and disadvantages. 10M

OR

Q.3(B) Discuss are the major cost factors considered in process selection? How is breakeven analysis used for process selection? 10M

Q.4(A) Explain the objectives of line balancing? Describe several heuristic approaches to line balancing. 10M

OR

Q.4(B) Discuss a flexible manufacturing system. How does it differ from a cellular layout? 10M

Q.5(A) Discuss the role of Just in Time technology and TQM in operations management. 10M

OR

Q.5(B) Discuss the significance of Statistical process control in production process. 10M

Q.6 **Case Study** 10 M

You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircrafts. Development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2500 billion. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets America's Federal Aviation Administration's (FAA) ever tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also

determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.

**Questions:**

- (a) What would be your line of action?
- (b) In case of lengthy product design and development time, what kinds of risks are there?

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

Hall Ticket No: 

Course Code: 18MBAP111

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020  
**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.1(A) Define the nature and scope of Human Resource Management. 10M
- OR**
- Q.1(B) What is HR Outsourcing? List a few benefits of Outsourcing. 10M
- 
- Q.2(A) Explain the emerging trends in Employee Selection Process. 10M
- OR**
- Q.2(B) Define job analysis. Explain the different methods of Job Analysis and its process. 10M
- 
- Q.3(A) Describe the pros and cons of four Performance Appraisal tools. 10M
- OR**
- Q.3(B) List and briefly explain about Training Methods 10M
- 
- Q.4(A) Define what Employee Compensation is and what are the different factors influencing Employee Compensation. 10M
- OR**
- Q.4(B) Explain different methods of Job Evaluation 10M
- 
- Q.5(A) Examine the Industrial Dispute Act, 1947 with reference to industrial relations in an organization. 10M
- OR**
- Q.5(B) What is HR Audit? Explain the benefits of HR Audit. 10M
- 
- Q.6 **Case Study** 10 M

**Reward Or Punishment?**

At noon one day Janardhan, a teller in a local suburban bank, was suddenly confronted by a man, pistol in hand, who demanded all the currency in the teller's cabin. Mr. Janardhan complied and put all his in a bag. The bandit left unobtrusively through the front door jumped in a car, and drove away. Mr. Janardhan immediately sounded the alarm, ran to his own car, and pursued the bandit. Driving at high speed, he overtook the bandit, forced him to a stop and chased him on foot until overtaking him. There ensued a struggle in which Janardhan was shot in the leg, but he successfully detained the bandit until the local police arrived.

The local press gave Mr. Janardhan wide coverage for his heroism. He also received recognition from various individuals and groups for his bravery. The bank officials, however, had mixed emotions about the incident. The bank had a long-standing

policy that a teller, when confronted with an attempt at robbery, was to comply completely with the demands, so as not to endanger employees and customers. Each teller had been further instructed to give alarm only when it was safe to do so and then to await action by police and insurance agents. Any bank employee who failed to follow this procedure would be immediately discharged.

The bank manager felt that Mr. Janardhan, by violating the policy, should be discharged. The personnel officer argued that this bravery, devotion to duty, and loyalty to the bank should mitigate his infraction of policy. The public relations officer reminded the president that the public might view Mr. Janardhan's discharge from office with misgivings since he, after all, had saved their deposits. The training officer said that a dangerous precedent would be established if any exception to the policy were permitted.

**Questions:**

- 1. What is the problem as you see it? Elaborate.**
- 2. What is your recommendation in this situation? Discuss.**

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

Hall Ticket No:

Course Code: 18MBAP112

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

(UGC-AUTONOMOUS)

MBAI Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020

**BUSINESS RESEARCH METHOD USING SPSS**

Time: 3Hrs

Max Marks: 60

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

Q.1(A) Analyze the role of business research in managerial decision making? 10M

OR

Q.1(B) Analyze the process associated with hypothetico-deductive approach of research. 10M

Q.2(A) What relation exist between review of literature and theoretical frame work .Explain the components of theoretical framework? 10M

OR

Q.2(B) Define probability sampling. Explain different types of probability sampling in detail 10M

Q.3(A) What factors are important in designing a questionnaire? Justify it. 10M

OR

Q.3(B) Analyze the pros and cons of collecting data through observational survey 10M

Q.4(A) In what aspect reliability of the instrument are measured? Which measure explains reliability of the instrument? 10M

OR

Q.4(B) What is factor analysis? Explain in details different type of rotation method related to factor analysis? 10M

Q.5(A) Written reports vary on the basis of purpose. Justify? 10M

OR

Q.5(B) You are attending the oral presentation of research analyst. What do you expect from the presenter and his presentation to be effective? 10M

Q.6 **Case Study** 10 M

A HR manager of XYZ ltd is concerned about the high attrition in his organization. In order to understand the reason for the same and have a solution for problem he has employed you as research consultant. Based on the review you have made you have found that following three variable are main reason for most of the attrition are

- 1)Job satisfaction
- 2)Motivation
- 3)Career growth

Q1) Design a questionnaire with 4 questions that measures demographic profile of employees , 3 questions that measures job satisfaction ,3 questions that measures motivational factors and 3 questions that measures career growth of the employee respectively. Questionnaire should be in five point likert scale.

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



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**  
(UGC-AUTONOMOUS)  
MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – DEC 2020  
**BASIC ECONOMETRICS**

Time: 3Hrs

Max Marks: 60

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

Q.1(A) Elucidate the steps involve in methodology of econometric research 10 M

OR

Q.1(B) Write short note on: 10 M  
(i) Unbiased estimator (ii) Efficient estimator (iii) Consistent estimator

Q.2(A) Explain the following 10 M  
i) Bivariate Econometric Modeling ii) Trivariate Econometric Modeling.

OR

From the following data, obtain the two regression equations:

Q.2(B) 

Sales	91	97	108	121	67	124	51	73	111	57
purchases	71	75	69	97	70	91	39	61	80	47

10 M

Q.3(A) Write a short note on 10 M  
A)ANOVA  
B)t-test  
C) F test.

OR

Q.3(B) Explain Classical Assumptions of Ordinary Least Squares (OLS) Linear Regression 10 M

Q.4(A) Write the basics of time series. What are the Error Measurements? 10 M

OR

Q.4(B) Explain various components of time series.. Discuss various methods for analyzing trend? 10 M

Q.5(A) What is The generalized autoregressive conditional heteroscedasticity (GARCH ) Proc Break down GARCH Process. 10 M

OR

Q.5(B) Explain autoregressive model? What is moving average? Explain ARIMA method 10 M

Q.6

**Case Study**

A Researcher wants to find if there is a relationship between the heights of sons and mother. In other word,. Do tall mothers have tall sons?

Their height in inches is given below in an ordered arrangement.

mother (X)	63	65	66	67	67	67	68
Son (Y)	66	68	65	67	69	69	70

10 M

- a) For this data complete the regression line.
- b) Based upon the relationship between the heights, what would be the estimated height of the son if the height Mother is 70"?

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

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

## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – DEC 2020

### E-COMMERCE AND DIGITAL MARKETS

Time: 3Hrs

Max Marks: 60

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

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

Q.1(A)	Define e-commerce. Explain various business models for emerging e-commerce areas.	10 M
<b>OR</b>		
Q.1(B)	Give the detail about the difference and similarities between B2C and B2B Business models.	10 M
Q.2(A)	Describe in detail about various components of e-commerce infrastructure.	10 M
<b>OR</b>		
Q.2(B)	How does e-commerce revolutionize the traditional business? Add a note on various types of e-commerce.	10 M
Q.3(A)	Explain the important factors impacting e-commerce website design and its effect on the website's operation?	10 M
<b>OR</b>		
Q.3(B)	Discuss in detail on advantages and challenges of Online retailing firms.	10 M
Q.4(A)	What are six major trends in Supply Chain Management and Collaboration? Elucidate with examples.	10 M
<b>OR</b>		
Q.4(B)	Write notes on (i) Industry structure (ii) Industry value chain (iii) Social network	10 M
Q.5(A)	Define Electronic Payment System? Explain different types of Electronic Payment Systems?	10 M
<b>OR</b>		
Q.5(B)	Describe in detail about the e-procurement process?	10 M
Q.6	<b>Case Study</b>	10 M

A second-generation, family-owned Oberoi merchant Oberoi clothing store was mostly focused on offline retail. But in 2017, the marketing team began optimizing online shopping for its customers, with triggered emails based on behavior as the cornerstone of that shift. Oberoi has three major business divisions, according to Dimer Castro, Director of e-Commerce, Oberoi clothing stores. It has a retail store presence, one location in Madrid, Spain, and an online retail website, one feature of which is an auction group.

Castro joined Oberoi's in 2017 when the website was a secondary thought to the in-store retail business: "The website ... automatically loaded any products that were entered into our inventory, and they sort of just went up for sale. Nobody was really

managing, never mind even marketing the site. In terms of email marketing, Castro added, there was a lot of content being put out, but it also wasn't really managed.

"[My] position was basically brand-new to the company. They never really had anybody in charge. And so when it was presented to me, and I was looking at the opportunity, it was clear that there were a lot of different pieces that could be improved," he said. It was clear Oberois had a lot of potential, he said, with "a very robust set of low-hanging fruit across all different channels — with email being one of the most important ones, in terms of our site and an ability to execute quickly."

**Questions:**

1. Analyse and comment on the above case study.
2. What is the role of e-mail advertising in integrated marketing communication efforts undertaken by Oberoi clothing store?
3. Explain the merits and demerits of using e-mail over offline retail in case of Oberoi's?

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

Hall Ticket No:

Course Code: 18MBAP501

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE**

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – DEC 2020

**MANAGEMENT INFORMATION SYSTEMS**

Time: 3Hrs

Max Marks: 60

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

Q.1(A) Define MIS? Mention the various approaches that are available for developing MIS. 10 M

**OR**

Q.1(B) What are the objectives of MIS and Explain the characteristics of MIS. 10 M

Q.2(A) Explain the concept of database? How can database support for managerial decision making for improving the business performance? 10 M

**OR**

Q.2(B) What is DBMS and what are the features and objectives of a DBMS? 10 M

Q.3(A) Explain the various steps in system development lifecycle? 10 M

**OR**

Q.3(B) What do you mean by a system? Explain structured system analysis and design? 10 M

Q.4(A) Classify the different office automation systems. Briefly explain the importance of each system. 10 M

**OR**

Q.4(B) Discuss in detail about the expert system in an organization. 10 M

Q.5(A) Explain in detail about verification and validation in system audit. 10 M

**OR**

Q.5(B) Why ethical and social issues are raised by information systems? 10 M

Q.6 **Case Study** 10 M

**University Administration and Information Technology**

A large university in extending its network and IT infrastructure to support all its academic & administrative functions. Current network infrastructure is used for internal personnel, payroll, accounting, student's registration, administration & financial functions. All the staff members should have a PC connected to the college network and all students and non-lead. Teaching staff have IT staffs training, especially in the use of word processing & spread sheet software's. Labs are also upgraded under the direction of computer center. Since, the CSE Department is unhappy with the services provided by the computer center; these departments have well developed labs of desktop PCs, Cabled & Networked for students. Staffs in those departments also have been networked using a separate

cabling system. Because the HOD believes that with computing students there is danger that this knowledge will allow them a unauthorized excess to staff data traffic.

**Questions:**

1. Principal of college is concerned that there is absence of strategic planning & control and is unhappy with the situation. How will you analyse this situation?
2. Advise the principal on a course of action.

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

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

## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBAI Year II Semester (R18) Regular & Supplementary End Semester Examinations –DEC 2020

### DESIGN THINKING

Time: 3Hrs

Max Marks: 60

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

Q.1(A) Explain the process and steps involved in Design Thinking. How do the steps improve the problem solving? 10 M

OR

Q.1(B) Design thinking a team sport? Elaborate the impact of Design Thinking in Innovation. 10 M

Q.2(A) Discuss the steps in decision making process. 10 M

OR

Q.2(B) Discuss the components of empathy. 10 M

Q.3(A) What is Mind Mapping? Elaborate the advantages of Mind Mapping. 10 M

OR

Q.3(B) Evaluate the significance of Flare & Focus in Design Thinking. Discuss the protocol of decision making. 10 M

Q.4(A) Explain the steps involved in Synthesizing and Integrating the ideas 10 M

OR

Q.4(B) "Design thinking typically helps in innovation" Justify the statement with critical argument 10 M

Q.5(A) Is Design thinking a team sport? Illustrate. 10 M

OR

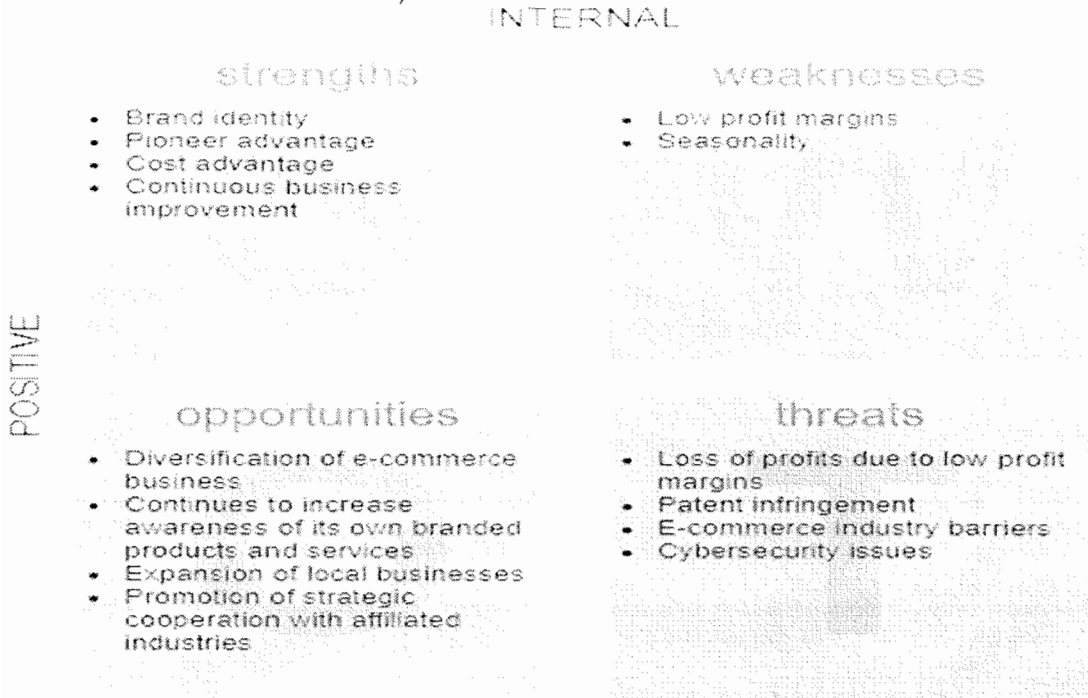
Q.5(B) How does Design Thinking help in defining original ideas. 10 M

Q.6 Case Study: 10 M

Michael Schurr, a 2<sup>nd</sup> grade teacher in New York, realized that he never asked his students what would make them comfortable in the classroom. He decided to talk directly with his students to figure out the best design for their environment. Based on his students' input, he was able to redesign his classroom to better address the needs and desires of his students. He lowered the bulletin boards so that his students could actually see the content he'd spent hours assembling, and created a more comfortable semi-private space for the students to study by rethinking the student cubby space. His students are more engaged, and moved easily in the classroom space. Now Michael consistently engages his students in helping him more effectively shape their learning experience. **Michael is using design to re-imagine his classroom through the lens of his students' needs.**

**Question1: Explain the process Michael adopted in redesigning or improving his class room relating to 5 stages of Design Thinking.**

## Amazon Detailed SWOT Analysis



Q. Imagine you are CEO of Amazon, how do you present the SWOT analysis of your company basing on the points given in the diagram.

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

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

## MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R18) Regular & Supplementary End Semester Examinations – DEC 2020

### TOTAL QUALITY 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.1(A) Define Quality, Quality Inspection, Quality Control, Quality management and Quality assurance in a business environment. Quality assurance plays vital role in customer retention. Justify. 10 M

OR

Q.1(B) List the objectives of TQM. Management commitment and employee empowerment plays vital role in implementing the TQM. Justify with suitable points. 10 M

Q.2(A) How would Employee recognition and rewards through performance appraisal leads to improvement in quality? 10 M

OR

Q.2(B) Define Customer satisfaction, customer complaint resolving system, Customer retention. 10 M

Q.3(A) List the objectives of Six-sigma. Employ the six-sigma process to sales and marketing. 10 M

OR

Q.3(B) List new management tools. Explain any one tool. 10 M

Q.4(A) What is cost of Quality? Do TQM and TPM techniques reduces or increases the cost of quality and how? 10 M

OR

Q.4(B) Write short notes on quality circles and Quality function deployment. 10 M

Q.5(A) List the objectives of KAIZEN. How it is employed for continuous improvement? 10 M

OR

Q.5(B) Describe Poka-Yoke which is a TQM implementation tool. How it is employed for error prevention in business organizations. ? 10 M

Q.6 How ISO implementation enhances the scope of International business.? Justify with remarks. 10 M

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



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

MBA I Year II Semester (R18) Supplementary End Semester Examinations –DEC 2020

CREATIVE WRITING

Time: 3Hrs

Max Marks: 60

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

Q.1(A) “A talented young man's deepest fear is holding his life back”. Sketch an imagined story to bring out the truth of the statement. Your story must be creative and must follow the typical short story format of introduction, rising action, climax and conclusion as you have learned it. 10M

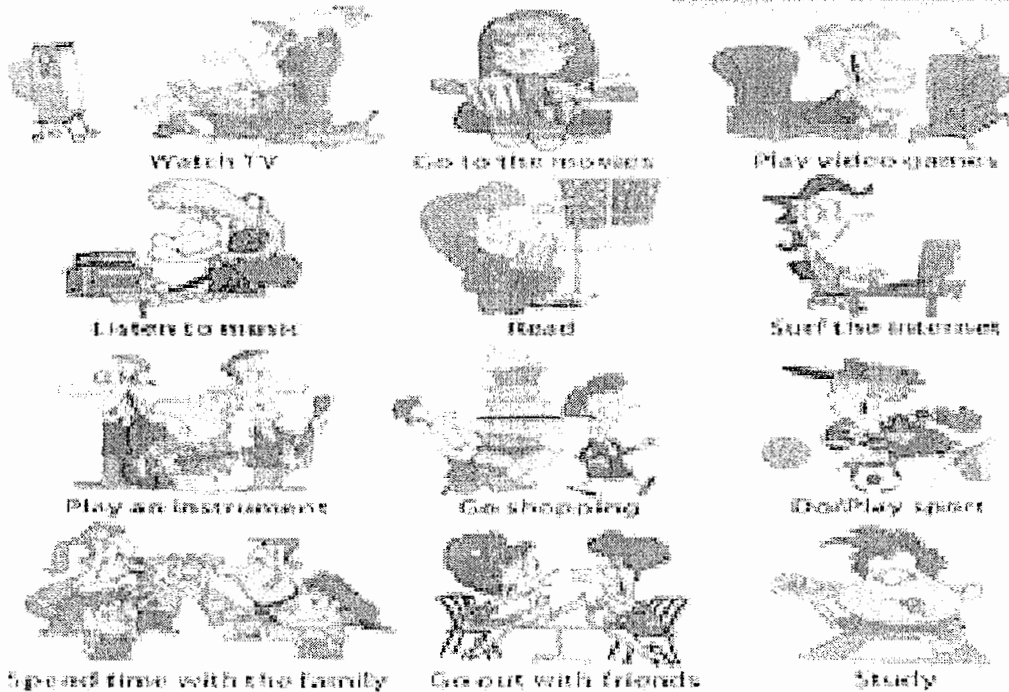
OR

Q.1(B) Why are characters the core element of a story? Explain. 10M

Q.2(A) What defines a good poem? Discuss characteristics of a poem. 10M

OR

Q.2(B) Describe the following picture. 10M



Q.3(A) How do you write a scene in creative writing? What is an example of a scene? 10M

OR

Q.3(B) If you could be someone else for the day who would you be and why? It could be someone famous or maybe a member of your family. Explain why you would choose that person and what you might do. Think about how you might feel and what you might see. 10M

- Q.4(A) Explain the characteristics of vignette writing. 10M
- OR
- Q.4(B) Describe a major incident happened to you that taught you about yourself or others. 10M
- Q.5(A) Differentiate tragedy and comedy? Discuss the essential elements of a drama. 10M
- OR
- Q.5(B) Develop dialogues between two old friends Arun and Kiran who met after a long time and come to know Kiran joined his parents in an old age home. Develop dialogues of their discussion and how Arun convinces Kiran to bring his parents back home. 10M

Q.6

**CASE STUDY**

10 M

A university is facing problems as the students are downloading videos and doing illegal downloads from restricted websites, in the turn making the connectivity very slow as college is receiving complaints also. Prepare a policy for that.

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