

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)**MBAI Year II Semester (R18) Supplementary End Semester Examinations –SEPTEMBER 2021**
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) Contrast the salient features of traditional and modern approaches to financial management. 10M

OR

Q.1(B) What do you mean by wealth maximization and profit maximization. Which one do you suggest? Why? 10M

Q.2(A) What is capital budgeting? Discuss traditional and discounting methods of capital budgeting techniques. 10M

OR

Q.2(B) From the following data calculate NPV. Cash inflows of a certain project along with cash outflows are given bellow: 10M

YEAR	0	1	2	3	4	5
CASH FLOW(Rs.)	150000	20000	30000	60000	80000	30000

The salvage value at the end of 5th year is Rs. 40000.

Q.3(A) What is leverage? Discuss the different types of leverages. 10M

OR

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

Earning per share Rs. 10

Dividends payout Ratios are (a) 25; (b) 50 (c) 75 (d) 100 per cent

The company's capitalization is 15 per cent.

Q.4(A) What is working capital? Discuss the factors that can be influence working capital. 10M

OR

Q.4(B) Estimate the net working capital of firm X on the basis of given data. 10M

PARICULARS	COST PER UNIT (Rs.)
Raw materials	400
Direct labour	150
Overhead expenses	250
total	800

Additional information:

1. Selling price per unit Rs. 1000/-
2. Output 52000 units per annum
3. Raw material in stock – an average of 4 weeks

4. Work in process (wages and overheads are 50% completion stage with full material consumption) – 2 weeks
5. Finished goods in stock – 4 weeks
6. Credit allowed by suppliers – 4 weeks
7. Credit allowed to customers – 8 weeks
8. Cash at bank is expected to be Rs. 50000/-

All sales are on credit basis

Q.5(A) What are the different types of Mergers and write a note on financial evaluation of merger? 10M

OR

Q.5(B) Define Corporate Governance and explain various principles for good corporate governance. 10M

Q.6 Case Study 10 M

A project needs an investment of Rs. 138500. The cost of capital is 12 per cent. The net cash inflows are as follows:

YEAR	1	2	3	4	5
CFAT(Rs.)	30000	40000	60000	30000	20000

Calculate IRR and suggest whether project should be accepted or not.

END

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MBA I Year II Semester (R18) Supplementary End Semester Examinations –SEPTEMBER 2021
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
- OR
- 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
- OR
- 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
- OR
- 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
- OR
- 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
- OR
- 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
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- Q.6 **Case Study** 10 M

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.

Questions :

- 1) What will you advise Sachin and Virag, as how to increase the Indian consumers' awareness about this new food product?
- 2) What would be your suggestions for distribution channels for mushrooms?

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MBA I Year II Semester (R18) Supplementary End Semester Examinations –SEPTEMBER 2021

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 the term operations management. Briefly explain the strategic role and objectives of operations.	10M
OR		
Q.1(B)	Discuss the scope of production and operations management.	10M
Q.2(A)	Examine the steps involved in product design process.	10M
OR		
Q.2(B)	What kinds of analyses are conducted in a feasibility study for new products?	10M
Q.3(A)	Describe the four basic types of production processes with their advantages and disadvantages.	10M
OR		
Q.3(B)	List and explain six factors that affect the decision to outsource. Explain the sourcing continuum.	10M
Q.4(A)	Distinguish between a process and product layout. Give an example of each.	10M
OR		
Q.4(B)	Explain the factors to be considered while selecting the location for the new organization.	10M
Q.5(A)	Discuss the concept of work measurement in operations management.	10M
OR		
Q.5(B)	Discuss the role of Kaizen approach in operations management.	10M
Q.6	Case Study	10 M

Jyoti had given her branded laptop for servicing to an authorized service center to repair a damaged USB port. The laptop was to be given the next day, but when she went to take it that day, she was told that it was not ready. Jyoti had to wait for four more days before she was finally given her laptop. Because she was in a hurry while receiving the repaired laptop, she did not check the workings of the laptop at that time. On reaching home and switching on the laptop, she noticed that that LCD display had become problematic. The next day, she again went to the service center and reported the display problem. Jyoti was aghast when she was informed that as she had signed the delivery documents, the service center cannot take responsibility

for the display problem. She was asked to fill up a fresh service requisition form to get the problem rectified and further was told that all expenses incurred in rectifying the problem had to be paid by her.

Questions:

- (1) Do you think that After Sales Service through a third party is a cause for concern? Justify
- (2) There seems to be a breach of trust in the given caselet. How is breach of trust related to quality of service?
- (3) In the context of the given caselet, formulate a Quality Service Policy to ensure customer satisfaction

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MBA I Year II Semester (R18) Supplementary End Semester Examinations –SEPTEMBER 2021**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 concept of HRM and its Nature, Scope.	10M
OR		
Q.1(B)	What is Diversification? How do you demonstrate Diversification in Workplace?	10M
Q.2(A)	What is Recruitment? If you are the HR Manager what are the different methods to follow to recruit for a manufacturing firm and a software company.	10M
OR		
Q.2(B)	Define Job Description. What items are typically included in the Job Description?	10M
Q.3(A)	"A well-thought-out orientation program is essential for all new employees, whether they have experience or not". Explain why you agree or disagree with the above statement.	10M
OR		
Q.3(B)	List and briefly explain each of the steps in the Training Process.	10M
Q.4(A)	Define Employee Welfare Practices and its significance in an organization.	10M
OR		
Q.4(B)	Write a note on Job Evaluation and its process.	10M
Q.5(A)	Critically evaluate the uses of Trade Union Act, 1926 in protecting industrial relation among employees and employers.	10M
OR		
Q.5(B)	Write a note on Industrial Relations objectives, need and parties involved	10M
Q.6	Case Study	10 M
	TEAM BUILDING	

Colgomex is a large consumer products company. The incumbent CEO of the company left and Mr. Chatterzi, Who was second in command to be CEO took over as CEO of the company. Mr. Rajesh Talwar is a senior executive in the company and has his own views. He has after all been in the business for a decade and a half and he think he knows how to tackle the slump the industry is going through. He did not waste any time and talked to the new CEO and told him what he thought needed to be done in the company. The CEO heard him out and suggested that he give him some time to learn the ropes. Eventually when he did lay out his plans, Mr. Talwar was shocked to see all his suggestions completely ignored. When he asked the CEO about this, the responded cryptically that he wanted a team that supported him completely and hinted that Mr. Talwar leave the company if he was unhappy. He actually ventured far enough to offer his assistance in finding a new

job for Talwar. Mr. Talwar was shocked. He did not understand what to do. One option was not to take it personally. It was probably just a mismatch between his and the CEO's style of functioning. The other option was to gracefully bow out while he still retains the goodwill of the organization and colleagues. He should start exploring opportunities elsewhere and take up the offer that suits him the best. He is still undecided between these two options.

Questions

- 1. Do you think the CEO has decided that the Talwar does not fit into his team and that is why he has asked him to quit?**
- 2. Which option should Mr. Talwar follow, in your opinion?**

*****END*****

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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) Define research. Explain in details different types of research? 10M

OR

Q.1(B) Analyze the need of ethics in social research? 10M

Q.2(A) What does validity of the questionnaire ensure? Discuss the different validity measure in details 10M

OR

Q.2(B) Justify the need of literature review in research. State when the literature review will be considered good? 10M

Q.3(A) Discuss the various methods through which primary data are collected? 10M

OR

Q.3(B) Distinguish between structured and unstructured interview? Analyze the pros and cons of structured and unstructured interview. 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) Questionnaire to measure factors should be reliable. How can you measure the reliability of the questionnaire in SPSS? Suggest the solution to make your construct more reliable? 10M

Q.5(A) Write a report to the manager of pizza hut store who asked you to study the satisfaction level of customer visiting pizza store. 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 production manager is concerned about the low output level of his employees .The articles he has read on the job performance frequently mentioned that following four variable are important to job satisfaction

- 1)Skills required for the job
- 2)Rewards
- 3)Motivation
- 4)Job satisfaction

Further it was also indicated that if rewards were attractive to recipients did motivation, satisfaction and job performance increase otherwise it does not.

END

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MBA I Year II Semester (R18) Supplementary End Semester Examinations – SEPTEMBER 2021
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) Discuss the importance and scope of econometrics? 10 M

OR

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

Q.2(A) What do you understand by regression? Point out the significance of its study. 10 M

OR

Fit straight line regression of Y on X from the following table.

Q.2(B)	x	0	1	2	3	4	5	6		10 M
	y	2	1	2	2	4	5	5		

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

OR

Q.3(B) Tensile strength of carbon steel samples in kg weight as recorded by a operator using UTs matrix is given below:
15, 20, 18, 16, 17, 21, 20, 19, 17, 15 10 M
At 5% level of significance find out whether the mean breaking strength of the lot can be considered 18 kg weight

Q.4(A) Elucidate Box-Jenkins Methods 10 M

OR

Q.4(B) Write a short note on
1) Unit Root Test 10 M
2) Causality Test

Q.5(A) Explain the steps involved in ARMA/ARIMA model with example. 10 M

OR

Q.5(B) Discuss EGARCH Model with suitable examples? 10 M

Q.6
The Following figures show the distribution of digits in number chosen at random from a telephone directory. 10 M

Digits	0	1	2	3	4	5	6	7	8	9	Total	
Frecenc	1026	1107	997	966	1075	933	1107	972	964	853	10000	

Calculate chi-square test whether may be taken to occur equally frequently in the directory.

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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. Differentiate the e-commerce from e-business? 10M

OR

Q.1(B) Describe about G2C Business models with four detailed examples? 10M

Q.2(A) Discuss about the Ethical, Social and Political issues in e-commerce. 10M

OR

Q.2(B) Explain in detail on Internet and its impact on business strategy. 10M

Q.3(A) Elucidate the impact of online content and social media in the growth of e-commerce? 10M

OR

Q.3(B) List out the key attributes of B2B e-commerce website. Describe the five potential benefits of B2B e-commerce? 10M

Q.4(A) Explain the important factors impacting e-commerce website design and its effect on the website's operation? 10M

OR

Q.4(B) Write notes on (i) Auctions (ii) Portals (iii) Social Networks 10M

Q.5(A) Discuss about e-commerce infrastructure and Explain its impact business strategy. 10M

OR

Q.5(B) Explain in detail about the e-procurement process? 10M

Q.6 **CASE STUDY** 10 M

Internet security is a catch-all term for a very broad issue covering security for transactions made over the Internet. Generally, Internet security encompasses browser security, the security of data entered through a Web form, and overall authentication and protection of data sent via Internet Protocol. Internet security relies on specific resources and standards for protecting data that gets sent through the Internet. This includes various kinds of encryption and decryption mechanism, security layers and other security protocols. Internet security is generally becoming a top priority for both businesses and governments. Good Internet security protects financial details and much more of what is handled by a business or agency's servers and network hardware. Insufficient Internet security can threaten to collapse an e-commerce business or any other operation where data gets routed over the Web. Suppose you have been appointed as the network security manager of a firm.

Questions:

- a. What kind of security measures will you take to safeguard the data of your firm?
- b. How will you protect the network of the firm when sending emails and sharing information online?

*****END*****

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MBA I Year II Semester (R18) Supplementary End Semester Examinations – SEPTEMBER 2021
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) MIS supports a manager in his functional responsibilities in today's business. 10 M
Explain

OR

Q.1(B) Discuss the competitive advantages and management issues in implementation of MIS. 10 M

Q.2(A) What are the advantages to an organization of using a database management system rather than traditional file system 10 M

OR

Q.2(B) Explain the different types of information systems and discuss the functions of IS 10 M

Q.3(A) What is a SDLC? Explain the steps in system development life cycle. 10 M

OR

Q.3(B) Discuss about the prototyping model in a software development 10 M

Q.4(A) Define Artificial Intelligence? Explain the major braches of Artificial Intelligence 10 M

OR

Q.4(B) Explain the information security and control in an organization. 10 M

Q.5(A) Elaborate on ethical and social issues in information system 10 M

OR

Q.5(B) Describe the moral dimensions of information systems in system audit 10 M

Q.6 **Case Study** 10 M

Office Automation System

ABC Company processes more than 5,000 customer-orders a month, drawing on a combined inventory of over 500 office products stock at the ABC Company warehouse. About 40 workstations, with printers are installed at ABC Company's headquarters and are connected to a LAN.

Orders are received by phone or mail and entered into the system by order entry personnel at network computers. Entry of orders is assisted by formatted screens. As the order is entered, the mid-range computer checks the availability of the products, updates the customer & product databases stored on computer's magnetic disks. It then sends the pick list to warehouse printer, for further processing by warehouse personnel.

ABC Company's sales manager, inventory manager and others executives have PC workstations in their offices. They use simple Data Base Management inquiry commands to get responses & reports concerning sales orders, customers and inventory to review product demand & service trends.

Questions:

1. Outline the important Information's System component in ABC Company's order processing system.
2. Identify network software and data, network resources of order processing Information's System.
3. Identify the various activities occurring in this Information System.

*****END*****

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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) What is the need for the quality concepts. Distinguish between the Deming and Philip N. Crosby Quality concepts. In your view whose concepts are more suitable for modern business. 10 M
- OR**
- Q.1(B) Define Quality, Quality Control, Quality Management and Quality Control. Discuss benefits of quality and barriers of quality. 10 M
-
- Q.2(A) Define employee motivation and employee empowerment. 'Employee involvement, motivation and empowerment enhance the quality of the products' – justify. 10 M
- OR**
- Q.2(B) List and explain the various steps in strategic quality planning. How it is employed for continuous improvement? 10 M
-
- Q.3(A) List various traditional tools of quality. Select a quality tool for IT industry and justify its suitability. 10 M
- OR**
- Q.3(B) Define Benchmarking. Explain benchmarking process. 10 M
-
- Q.4(A) Define quality circle in TQM. List the Objectives of quality circles. Employ the Quality circles concept to enhance productivity. 10 M
- OR**
- Q.4(B) How would you use the Six sigma (σ) concept in a manufacturing organizations? 10 M
-
- Q.5(A) Define all the terms in 5S which is a TQM implementation technique. How would this technique effectively used to reduce the cost of production. 10 M
- OR**
- Q.5(B) List the objectives of JIT. JIT technique can be employed for business units to reduce the inventory costs. Justify. 10 M
-
- Q.6 What is the primary objective of ISO 14000 series. ISO 14000 promotes effective environmental management system in organizations. Justify. 10 M

*****END*****