

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)**MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 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.

- | | Marks | CO | BL |
|--|-------|----|----|
| Q.1(A) What kind of financial procedures and systems are used by a firm? | 10M | 1 | 3 |
| OR | | | |
| Q.1(B) "Profit maximization is not an operationally feasible criterion". Do you agree? Illustrate your views. | 10M | 1 | 4 |
| Q.2(A) The comparative Balance Sheets of Amaraja Batteries Pvt. Ltd., on 1.04.2019 and 31.03.2020 were as follows: | 10M | 2 | 5 |

Liabilities	2019	2020	Assets	2019	2020
Capital	2,50,000	3,06,000	Cash	20,000	94,000
Bank Loan	80,000	1,00,000	Sundry debtors	60,000	1,00,000
Loan from Bank	50,000	-	Stock	70,000	50,000
Sundry Creditors	80,000	88,000	Machinery	1,60,000	1,10,000
P & L Account	2,00,000	2,40,000	Land	80,000	1,00,000
			Buildings	70,000	1,20,000
			Goodwill	2,00,000	1,60,000
	6,60,000	7,34,000		6,60,000	7,34,000

Additional Information:

1. Dividend Rs. 30,000 was paid.
2. Rs.40,000 worth of Machinery was sold.

Prepare the Cash Flow Statement.

OR

- | | | | |
|---|-----|---|---|
| Q.2(B) Explain the Statement of Changes in Working Capital with suitable example. | 10M | 2 | 3 |
| Q.3(A) Elaborate different methods of capital budgeting. Explain traditional methods of Capital Budgeting with suitable examples. | 10M | 3 | 4 |
| OR | | | |
| Q.3(B) A company has on its books the following amounts and specific cost of each type of Capital: | 10M | 3 | 5 |

Type of capital	Book value (Rs.)	Market value (Rs.)	Specific costs %
Debt	4,00,000	3,80,000	5
Preference	1,00,000	1,10,000	8
Equity	6,00,000	10,00,000	15
Retained earnings	2,00,000	2,00,000	13
Total	13,00,000	16,90,000	

Determine the weighted average cost of capital using (a) Book value weights and (b) Market value weights.

Q.4(A) The Tata steel ltd has existing capital structure consists of only equity capital of Rs 20, 00,000 of 2, 00,000 equity shares of Rs 10 each. The Tata steel Ltd needs Rs 25, 00,000 for construction of a new plant. The following three financial plans are feasible:

10M 4 5

- i. The company may issue 2, 50,000 equity shares of Rs 10 per share.
- ii. The company may issue 1, 25,000 equity shares at Rs 10 per share and 12,500 debentures of Rs 100 denomination bearing 8 per cent of interest.
- iii. The company may issue 1, 25,000 equity shares of Rs 10 per share and 12,500 preference shares of Rs 100 per share bearing, 10 per cent rate of dividend.

If the company's expected earnings before interest and taxes is Rs 4, 00,000 after Expansion. What are the earnings per share under each of the three financing plans? Which alternative would you recommend and why? Assume corporate tax rate of 35 per cent

OR

Q.4(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 per cent; and (iii) 10 per cent on its investments.

10M 4 5

Earnings per share Rs.10

Dividend Payout Ratios are (a) 25; (b) 50; (c) 75; (d) 100 per cent.

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

Q.5(A) What factors influence the requirement of working capital of a company? Illustrate with suitable examples.

10M 5 3

OR

Q.5(B) Calculate the amount of working capital required for P&G Ltd. from the following information:

10M 5 4

	(Per Unit in Rs.)
Raw materials	160
Direct labour	60
Overheads	120
Total cost	340
Profit	60
Selling price	400

Raw materials are held in stock on an average for one month. Materials are in process on an average for half-a-month (50% completion stage). Finished goods are in stock on an average for one month. Credit allowed by suppliers is one month and credit allowed to debtors is two months. Time lag in payment of wages is 1½ weeks. Time lag in payment of overhead expenses is one month. One fourth of the sales are made on cash basis. Cash in hand and at the bank is expected to be Rs. 50,000; and expected level of production amounts to 1,04,000 units for a year of 52 weeks.

You may assume that production is carried on evenly throughout the year and a time period of four weeks is equivalent to a month.

From the following information, calculate the net present value of the two projects and suggest which of the two projects should be accepted at discount rate of 10%.

Particulars	Project X	Project Y
Initial Investment	Rs. 20,000	Rs.30,000
Estimated Life	5 years	5 years
Scrap value	Rs.1,000	Rs.2,000

The profits before depreciation and after taxation (cash flows) are as follows:

Year	1	2	3	4	5
Project X (Rs.)	5,000	10,000	10,000	3,000	2,000
Project Y (Rs.)	20,000	10,000	5,000	3,000	2,000

END

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 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.

	Marks	CO	BL
Q.1(A) Evaluate the various contemporary issues about marketing after Pandemic.	10M	1	6
OR			
Q.1(B) Discuss the relationship and differences between Market Segmentation and Target Market.	10M	1	6
Q.2(A) Categorize and explain the stages of New Product Development.	10M	2	4
OR			
Q.2(B) Interpret the various types of product line decisions.	10M	2	5
Q.3(A) Summarize the main objectives of a Pricing Policy.	10M	3	3
OR			
Q.3(B) Outline the various methods of Pricing strategies adopted by Asian companies with its key benefits.	10M	3	4
Q.4(A) Classify the various types of retailers in Indian Business Model.	10M	4	4
OR			
Q.4(B) Explain the various channels of Intermediaries that perform some work in bringing the product to its final consumer.	10M	4	5
Q.5(A) Compare and contrast between Traditional and Digital Marketing.	10M	5	4
OR			
Q.5(B) Interpret the foundational values to be implemented for Socially responsible Marketing.	10M	5	3
Q.6	CASE STUDY	10M	5 5
<p>Swiggy is based in Bangalore and started its humble journey with merely twenty-five restaurants and six delivery partners in the city. It was founded by Nandan Reddy, Rahul Jaimani, and Sriharsha Majety. Swiggy focuses on creating a dedicated delivery network and a smoother technology-driven logistic channel. If an order is cancelled after being placed, the amount is still credited to a restaurant. Customers too can cancel the order if it doesn't get delivered within the stipulated period. The delivery partners have GPS-enabled strategy that enables real-time tracking. The company has also collaborated with Google Maps API to track their order and amount of time to give estimate real-time.</p> <p>Some marketing gurus also term Swiggy as India's fastest unicorn story and rightly so. Its rise has been phenomenal. It caught up with Zomato and revolutionised the food industry with tech mash-up.</p>			

The delivery app has carefully yet smartly changed its proposition in over five years. Since the food company is a digital-first brand, it has to cash in on every opportunity to drive engagement and wait to go viral. Apart from brand recall, Swiggy's social media platform strategy has to stay on top of things and keep communication in line with its 'fun' and 'young' image.

Social media is all about aesthetics and presentation, and Swiggy doesn't falter at all. The content is exciting and funny.

Swiggy charges commission of up to 25 per cent from the restaurant. This commission is inclusive of GST and is levied above the menu price. The commission charges vary basis the location of a restaurant, number of orders, and restaurant's credibility in the market and so on. A new restaurant in a new city will be charged lesser.

There is no provision of minimum order, and a flat delivery charge is taken from the customers unless you go 'Super'! Usually, there is a delivery fee on a low-quantity order. It pushes people in the direction to order more.

Swiggy also has a concept of surge pricing or delivery fee in case of bad weather, midnight delivery or non-availability of delivery partners in that area.

Swiggy Super is a subscription-based model that lets users avail unlimited free delivery and don't have to pay surge fee.

Banner promotions, sponsored, and priority listing are Swiggy's source of constant income through the restaurants. Banner promotion of restaurant isn't a new trick, and Zomato has aced it a long while ago. Since Swiggy remains reasonably tight-lipped and takes customer data as well as their privacy rather seriously, a restaurant's only way to get more customers is getting visibility amidst the crowd.

Swiggy's own set of the private-label kitchen offering customised menu is the next step in the direction of getting some constant stream of revenue.

It was launched in Bangalore and had thirty restaurants and thirty-six kitchens to begin within Delhi, Mumbai, Kolkata and Hyderabad. Unfortunately, the plan went on hold due to COVID-19 pandemic and the company had shut its cloud kitchen operation in Bangalore. Such a setback, for, about twenty-five per cent volumes of the order came via cloud kitchen where the restaurants paid extra commission to be in the loyalty circle.

The food tech start-up generates income through affiliate marketing. Several banking and financial institutions have tied up with Swiggy to offer several discounts, sign-up offers and gain more traction both side.

Questions:

- a. Comment on the digital marketing strategies used by swiggy.**
- b. Explain the revenue model strategy followed by swiggy to succeed in the market.**

*****END*****

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021
PRODUCTION AND 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.

	Marks	CO	BL																						
Q.1(A) Define production management. Examine the scope of operations management.	10M	1	4																						
OR																									
Q.1(B) Explain different decision scenarios in operations management.	10M	1	2																						
Q.2(A) Explain the steps involved in product design process.	10M	2	4																						
OR																									
Q.2(B) Illustrate the process of product design pertaining to any manufacturing company. Evaluate in detail.	10M	2	5																						
Q.3(A) Find the sequence of the jobs that minimizes the total time required in performing the following jobs on two machines in the order AB and determine idle times of machines. Processing times (in hours) are given in the following table.	10M	3	3																						
<table border="1" style="margin: auto; border-collapse: collapse;"><thead><tr><th style="padding: 5px;">Job</th><th style="padding: 5px;">1</th><th style="padding: 5px;">2</th><th style="padding: 5px;">3</th><th style="padding: 5px;">4</th><th style="padding: 5px;">5</th></tr></thead><tbody><tr><td style="padding: 5px;">Machine A</td><td style="padding: 5px;">6</td><td style="padding: 5px;">2</td><td style="padding: 5px;">10</td><td style="padding: 5px;">4</td><td style="padding: 5px;">11</td></tr><tr><td style="padding: 5px;">Machine B</td><td style="padding: 5px;">3</td><td style="padding: 5px;">7</td><td style="padding: 5px;">8</td><td style="padding: 5px;">9</td><td style="padding: 5px;">5</td></tr></tbody></table>				Job	1	2	3	4	5	Machine A	6	2	10	4	11	Machine B	3	7	8	9	5				
Job	1	2	3	4	5																				
Machine A	6	2	10	4	11																				
Machine B	3	7	8	9	5																				
OR																									
Q.3(B) Explain about three process design types in production and operations management with examples	10M	3	2																						
Q.4(A) Discuss about designing relationship diagramming process layout in facility design.	10M	4	3																						
OR																									
Q.4(B) Explain the following a) Line Balancing b) Computerized Line Balancing	10M	4	3																						
Q.5(A) Explain the following briefly a) TQM b) JIT c) Workstudy	10M	5	3																						
OR																									
Q.5(B) Using the data given in the following table, construct a P chart and plot the observed points. Comment on the process.	10M	5	6																						
<table border="1" style="margin: auto; border-collapse: collapse;"><tbody><tr><td style="padding: 5px;">No. of pieces inspected</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td><td style="padding: 5px;">300</td></tr><tr><td style="padding: 5px;">No. of defective pieces</td><td style="padding: 5px;">25</td><td style="padding: 5px;">30</td><td style="padding: 5px;">35</td><td style="padding: 5px;">40</td><td style="padding: 5px;">45</td><td style="padding: 5px;">35</td><td style="padding: 5px;">40</td><td style="padding: 5px;">30</td><td style="padding: 5px;">20</td><td style="padding: 5px;">50</td></tr></tbody></table>				No. of pieces inspected	300	300	300	300	300	300	300	300	300	300	No. of defective pieces	25	30	35	40	45	35	40	30	20	50
No. of pieces inspected	300	300	300	300	300	300	300	300	300	300															
No. of defective pieces	25	30	35	40	45	35	40	30	20	50															

Use the following data to construct an X bar chart and R Chart. Plot the observed values and comment on the process. (Note: At Sample size 5, $A_2 = 0.58$, $D_3 = 0$, $D_4 = 2.11$)

Sample	Length in centimeters				
	1	2	3	4	5
1	6	7	7	6	6
2	6	6	7	7	6
3	4	5	7	6	7
4	6	7	6	6	6
5	6	6	7	7	7
6	7	6	4	4	4
7	6	7	8	3	5
8	4	4	6	7	6
9	7	7	6	6	6
10	6	4	6	6	6

END

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 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.

		CO	BL
Q.1(A)	What do you mean by Human Resource Management? Explain various functions of Human Resource Management.	10M	1 5
OR			
Q.1(B)	Explain the key benefits of Diversity Management in Workplace.	10M	1 5
Q.2(A)	Define Selection. Elaborate the steps in Selection process.	10M	2 4
OR			
Q.2(B)	Outline the meaning of Promotion & Transfer. Also explain the Bases, Advantages and disadvantages of Promotion.	10M	2 5
Q.3(A)	Distinguish between on-the-job training and off- the- job training.	10M	3 5
OR			
Q.3(B)	Explore the aims and objectives of Training need assessment.	10M	3 4
Q.4(A)	Examine the meaning of Job Evaluation and discuss commonly adopted methods of Job evaluation.	10M	4 4
OR			
Q.4(B)	Discuss the factors influencing employee compensation.	10M	4 5
Q.5(A)	Illustrate the meaning of Human resource Accounting with its objectives and Advantages.	10M	5 3
OR			
Q.5(B)	Demonstrate the Machinery for Prevention and Settlement of Industrial Disputes.	10M	5 4
Q.6	CASE STUDY	10M	
	<p>Palmal Group of Industries emerged as one of the pioneer in apparel business in 1984. Employees are integral to the ongoing success of Palmal. Therefore it is imperative that people with right skills and background are recruited by Palmal. Recruitment of officer/staff is done through a structured selection process by HRM & FHRO Dept. Recruitment of Workers is ensured by competent recruitment committee of concern factory.</p> <p>Positions that become vacant will be openly advertised externally and/or internally where necessary. All Advertise will state that Palmal is an equal opportunity employer. In order to provide equal employment and advancement opportunity to all individuals, employment opportunity will be based on the merit, qualification, skills and abilities.</p> <p>PGI will not discriminate in employment opportunities and practices based on race, color, sex, ethnicity and age or any other characteristics protected by law.</p>		

For all position external and internal candidate will be treated equally if no any special and additional requirement is needed for the position.

Palmal Group of Industries always wants to recruit the right people with combination of skills and resources in the right place. Because Palmal Group of Industries believes that in order to achieve the organizational goal effectively there must be a need of skilled human resources. Palmal Group of Industries always believes in Equal Employment color, region, race, age, national origin or any other factor. The Company always wants to recruit the best and suitable human resources in the vacant position. The person who can face the global challenges and always concentrate to achieve the Company's vision, mission, and goals always gets preference.

Recruitment Policy of Palmal Group of Industries To achieve the organizational goal effectively PALMAL GROUP OF INDUSTRIES's Top Management has develop a "Recruitment Policy". In accordance with the Recruitment Policy there have some guidelines. The guidelines of the policy are as follows:

- Ensure the right people in the right place.
- Combination of skills and resources is a must.
- Policy is based on EEO.
- No discrimination against the applicant on the basis of sex, color, region, race, age, national origin or any other factor.
- Company's policy is always loyal to the Local law.

Firstly employees can be recruited from the internal source. Management is usually preferred to recruit known and experienced employees from within the organization. In the following ways Palmal Group of Industries recruitment from the internal source may take place with the approval of the Top Level Management. This can be happed by following ways – Promotion, Up Gradation, Transfer, Temporary Assignment, Additional Assignment

There are also some external sources of human resources recruitment uses by Palmal Group of Industries. These are as follows: Advertisement in the Daily Newspaper – (The newspaper that are widely circulated), Employee agencies (Public agencies, Private employment agencies), and Professional organizations. Senior recruiters or employees told that Palmal Group of Industries never carry cultural behavior test, achievement test, aptitude test etc. In Palmal Group of Industries the job applicants' age is limited from 22 yrs to 32, management are not interested to hire people who are more than 35 years. Sometimes Palmal Group of Industries do not arrange orientation program for fresh employee. Sometimes applicants who are referred by the top level management gets. Some more favor form the recruiting board. Salary level for the entry level employee is not at satisfactory level comparing with others.

Questions:

- a. As a HR Manager, Comment on Recruiting policy of PGI.
- b. Classify the internal and external sources of recruitment and selection methods followed by PGI.
- c. List out the drawbacks and problems of PGI.

END

Hall Ticket No:

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Course Code: 20MBAP112

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021

BUSINESS RESEARCH METHODS 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.

		Marks	CO	BL
Q.1(A)	Analyze the role of business research in managerial decision making?	10M	1	3
OR				
Q.1(B)	Elucidate Ethics in Business Research with suitable examples.	10M	1	3
Q.2(A)	What does the validity of the questionnaire ensure? Discuss the different validity measure in details	10M	2	2
OR				
Q.2(B)	Elaborate different measurements of Variables? Explain any five rating scale in detail?	10M	2	5
Q.3(A)	Compare structured and Unstructured Questionnaires. Explain guidelines for Construction of Questionnaires.	10M	3	5
OR				
Q.3(B)	Discuss the various methods through which primary data are collected?	10M	3	2
Q.4(A)	Explain Multiple Regression analysis with suitable example? When will you use Multiple Regression analysis?	10M	4	5
OR				
Q.4(B)	In what aspect reliability of the instrument are measured? Which measure explains reliability of the instrument?	10M	4	2
Q.5(A)	Written reports vary on the basis of purpose. Justify?	10M	5	5
OR				
Q.5(B)	What is purpose of executive summary? What does the introductory section should consist of ?	10M	5	3
Q.6	<u>CASE STUDY</u>	10M	3	3
	Ashok Leyland, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Tata Motors are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Salem in Tamilnadu and Gorakhpur in Uttar Pradesh. They submitted a market potential report to Ashok Leyland, which			

suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Ashok Leyland took a decision to withdraw Stile due to weak sales.

Questions:

- a) Was the research done by MRG scientific?
- b) What were the limitations in the research methodology?
- c) What could have been appropriate research method?

*****END*****

Hall Ticket No:

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Course Code: 20MBAP113

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021
ECONOMETRICS FOR MANAGERS

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.

			CO	BL
Q.1(A)	Define Econometrics. Explain its scope and Importance.	10M	1	1
OR				
Q.1(B)	Write short notes on (i) Unbiased estimator (ii) Efficient estimator (iii) Consistent estimator (iv) Sufficient estimator	10M	1	1
Q.2(A)	Distinguish between statistical relationship and deterministic relationship with example. What is correlation? What is the range of correlation coefficient?	10M	2	4
OR				
Q.2(B)	Explain the following with suitable examples: a) Bivariate Econometric Modelling b) Trivariate Econometric Modelling	10M	2	2
Q.3(A)	Analyze the impact of ROA (Independent variable) and ROE (Independent variable) on CAR (dependent Variable) using regression analysis technique using SET A for Question 3 A . Interpret this regression- <i>either</i> using MS Excel or E-views.	10M	3	4
OR				
Q.3(B)	What is Heteroscedasticity? What problem an econometric model faces if heteroscedasticity is present?	10M	3	1
Q.4(A)	Explain about Unit Root test and Cointegration test in detail.	10M	4	2
OR				
Q.4(B)	Explain autoregressive model? Explain ARIMA model.	10M	4	2
Q.5(A)	Discuss ARCH model in detail.	10M	5	2
OR				
Q.5(B)	Elucidate about VAR Model in detail.	10M	5	4

Results obtained from the NIFTY AUTO Multiple Regression Analysis using the OLS Model are shown below where NIFTY index is taken as a dependent variable.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	5619.014	128.2960	20.41384	0.0000
BAJAJ AUTO	11.566245	0.055917	13.88211	0.4526
EICHER MOTORS	10.784627	0.686793	12.07733	0.0000
MARUTI	-4.122555	0.123022	-0.508490	0.0000
MAHINDRA	-2.677432	0.337657	19.86466	0.0000
TATA MOTORS	5.78489	2.491513	5.492601	0.0000
R-squared	0.947206	Mean dependent var		8280.262
Adjusted R-squared	0.937052	S.D. dependent var		2511.916
S.E. of regression	723.4490	Akaike info criterion		16.00816
Sum squared resid	1.41E+09	Schwarz criterion		16.02130
Log likelihood	-21556.99	Hannan-Quinn criter.		16.01291
F-statistic	5955.631	Durbin-Watson stat		0.97458
Prob(F-statistic)	0.000000			

Questions:

1. What are the stocks showing significant relationship with NSE NIFTY?
2. Comment on the Negative Coefficient value of Maruti Stock and Mahindra stock?
3. What does Positive value of Coefficients indicate for the stocks showing significant relationship with NSE NIFTY.
4. What does the value or R-squared indicate for the regression Model?

*****END*****

Hall Ticket No:

Course Code: 20MBAP113

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021
ECONOMETRICS FOR MANAGERS

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.

			CO	BL
Q.1(A)	Differentiate economic and econometric models with examples.	10M	1	4
OR				
Q.1(B)	Analyze the descriptive statistics for Wipro Price and Infosys Price for the given dataset and interpret your results using SET B for Question 1 A either using MS Excel or E-views.	10M	1	4
Q.2(A)	Explain the following with suitable examples: a) Bivariate Econometric Modelling b) Trivariate Econometric Modelling	10M	2	2
OR				
Q.2(B)	What is correlation and explain different types of correlation?	10M	2	2
Q.3(A)	Write down the various assumptions of OLS. Explain Gauss-Markov theorem and BLUE?	10M	3	2
OR				
Q.3(B)	Write a short notes on a) T-test b) F-test c) ANOVA	10M	3	2
Q.4(A)	Elucidate Box-Jenkins methodology for ARIMA model.	10M	4	4
OR				
Q.4(B)	Elaborate Unit Root test and Cointegration test in detail.	10M	4	4
Q.5(A)	Explain VAR model in detail.	10M	5	2
OR				
Q.5(B)	Examine GARCH Model with appropriate examples	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	3	5

Results obtained from the NIFTY Bank Index Multiple Regression Analysis using the OLS Model are shown below where NIFTY index is taken as a dependent variable.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	4619.014	128.2960	20.41384	0.0000
SBI	3.866245	0.055917	13.88211	0.0000
HDFC	7.284627	0.686793	12.07733	0.0000
INDUSIND	7.802555	0.123022	-0.508490	0.0000
PNB	-4.707432	0.337657	19.86466	0.6545
Kotak	11.89489	2.491513	5.492601	0.0000
R-squared	0.817860	Mean dependent var	8280.262	
Adjusted R-squared	0.817780	S.D. dependent var	2511.916	
S.E. of regression	723.4490	Akaike info criterion	16.00816	
Sum squared resid	1.41E+09	Schwarz criterion	16.02130	
Log likelihood	-21556.99	Hannan-Quinn criter.	16.01291	
F-statistic	5955.631	Durbin-Watson stat	1.22458	
Prob(F-statistic)	0.000000			

Questions:

1. What are the stocks showing significant relationship with Bank NIFTY?
2. Comment on the Negative Coefficient value of PNB stock?
3. What does Positive value of Coefficients indicate for the stocks showing significant relationship with Bank NIFTY.
4. What does the value or R-squared indicate for the regression Model?

*****END*****

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MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021

INDIAN ETHOS AND BUSINESS ETHICS

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.

	Marks	CO	BL
Q.1(A) Discuss the role of Indian ethos in managerial practices.	10M	1	2
OR			
Q.1(B) Explain the management lesson learned from Kautilya's Arthashastra?	10M	1	2
<hr/>			
Q.2(A) Describe the role and significance of Yoga on stress management.	10M	2	3
OR			
Q.2(B) Illustrate the difference between Indian v/s Western Management?	10M	2	3
<hr/>			
Q.3(A) Examine the Indian and Gurukul education Systems of Learning?	10M	3	2
OR			
Q.3(B) "Law of Karma decides the success or failure of a firm." comment.	10M	3	3
<hr/>			
Q.4(A) Give an analysis of 'Kohlberg's theory' for moral development.	10M	4	4
OR			
Q.4(B) "Ethics are superior to Law." Justify the statement.	10M	4	3
<hr/>			
Q.5(A) Describe the role of Ethical and value based leadership in organization.	10M	5	
OR			
Q.5(B) Explain the role and contribution of CSR to the society.	10M	5	4
<hr/>			
Q.6	CASE STUDY	10M	5 5

Raj Kumar is pursuing MBA and shares a room with you in the private hostel. He desperately needs a job after completing his course because of educational loan and weak economic background. In his last two semesters, he couldn't secure good grades due to serious illness. In current semester he has to secure good marks at any cost to satisfy minimum criteria for placements. Few days before the final semester exam, he comes to you and asks for money. He is stressed and nervous. He tells you about his plan to purchase semester papers to clear the exam and convinces you for the same by giving reference to his bad health, family status and his education loan. In such circumstances, would it be right to lend money to him?

Questions:

- (a) Identify the moral dilemma faced by you.
- (b) Analyze your role and duties as a friend; also suggest your course of action.

END

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021
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.

		Marks	CO	BL
Q.1(A)	Examine different categories of E-Commerce business models. Provide an example of each of the five major types of e-commerce business models?	10M	1	4
OR				
Q.1(B)	Describe the differences and similarities between B2C and B2B marketing.	10M	1	2
Q.2(A)	Evaluate the major B2C business models. Evaluate the major B2b business models.	10M	2	5
OR				
Q.2(B)	Explain the systems development life cycle and discuss the various steps involved in creating an e-commerce site.	10M	2	2
Q.3(A)	What are the key attributes of a B2B e-commerce website? What early technology are they descended from? List at least five potential benefits of B2B e-commerce.	10M	3	4
OR				
Q.3(B)	Discuss and Identify major trends in supply chain management and collaborative commerce?	10M	3	3
Q.4(A)	Discuss key factors affecting the online content, media and entertainment industry	10M	4	3
OR				
Q.4(B)	Identify the four main dimensions that e-commerce ethical, political, and social issues fall into and provide an example of how each dimension might apply to an individual.	10M	4	3
Q.5(A)	What are the three dimensions that characterize an e-procurement market based on its business functionality? Name two other market characteristics of an e-procurement Net marketplace.	10M	5	1
OR				
Q.5(B)	Examine and evaluate different characteristics and types of Net marketplaces.	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	2	4

Beginning in 2008, Groupon offered prepaid discount vouchers that soon came to include services as diverse as restaurants, skydiving, and museum visits. To consumers, discount vouchers promise substantial savings—often 50% or more. To firms, discount vouchers offer opportunities for price discrimination as well as exposure to new customers and online “buzz.”

Groupon is a location-based service that helps consumers find great local deals and assists merchants in attracting and managing customers. Groupon's business model is based on the theory that everyone loves a great deal. Groupon is a popular "deal of the day" Web site offering discounted gift certificates usable at local or national companies. Each day Groupon e-mails its subscribers discounted offers for goods and services that are targeted by location and personal preferences. Customers purchase Groupons through Groupon's Web site or mobile apps and redeem them with affiliated merchants. The discounts are huge usually 50 to 90 percent off. Groupon makes money by keeping approximately half the money the customer pays for the coupon. Most deals are only valid for several days and have a limited quantity. Groupon started as a group coupon-broker of services, and initially deals were only met if a certain number of people purchased them. However, enough deals are purchased that Groupon has been able to discard that tipping point for enabling deals.

The company has grown rapidly (today it is in over 1000 cities in 48 countries) to become more of a marketplace and has expanded its offerings. Groupon Goods is an online deal-of-the-day department-style store; Groupon Live offers deals on live events; Groupon Reserve has premium deals from prestigious brands and companies. A recently released mobile app, Snap, offers cash rewards to consumers for purchasing specific grocery items and sending a photo of their store receipt from their phone. Along with expanding services to consumers, Groupon has refocused also on services for merchants. With Groupon Works (Grouponworks.com), it provides services that help small businesses manage the entire customer acquisition process and more. Groupon Works services include comprehensive online ad campaign management, advice, deals on business supplies, point-of-sale iPad apps to replace cash registers, payment processing systems, inventory management, as well as post-purchase analytics.

Answer the following questions

1. What features of contemporary e-commerce does Groupon utilize? Discuss.
2. What value does this service provide subscribing merchants? What value does it provide customers?
3. What kinds of businesses are most likely to benefit from using Groupon? Would you use Groupon? Why or why not?
4. Are there any disadvantages to the merchant in using Groupon Works?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 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.

		Marks	CO	BL
Q.1(A)	Discuss about the components of management information systems.	10M	1	2
OR				
Q.1(B)	Explain the fundamental roles of IS applications in business.	10M	1	5
Q.2(A)	Elucidate the database management approach.	10M	2	5
OR				
Q.2(B)	Explain the perspectives in information systems.	10M	2	5
Q.3(A)	Discuss the prototyping method of systems development.	10M	3	2
OR				
Q.3(B)	Elaborate the software development in the context of IS.	10M	3	4
Q.4(A)	Explain the process involved in group decision support system regarding IS.	10M	4	5
OR				
Q.4(B)	Discuss about the technologies and tools for protecting information resources.	10M	4	2
Q.5(A)	Explain internet based security measures available for business organizations.	10M	5	5
OR				
Q.5(B)	Discuss the privacy issues arising out of usage of information systems.	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	2	4

A new on-line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. For the purpose of training users, new deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers. Soon after the terminals were installed, the tellers begin to learn how to enter various transactions. After training sessions were over, they had a chance to ask questions and enquire about the new system. Once completed, the telephone company and the computer service representative hooked up the terminal on-line with the master system. The following Monday (a week before actual implementation), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training. The

head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected.

The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met.

Three weeks later the analyst was called to the board meeting. The chairman criticized the analyst for exceeding the budgeted amount approved by the board. Furthermore the authorization the analyst gave the terminal vendor to bring in two CRT screens to expedite information retrieval exceeded his authority to implement the system. The bank's auditor also estimated that it would take 3.8 years rather than the initial estimate of 2.1 years to break even on the total cost of the installation. Not knowing what to say, the analyst left the board room with a feeling of total failure.

Questions:

- (a) What are the major problems in the case? Who is to blame? Why?
- (b) Was the board chairman justified in his criticism of the analyst? Explain.
- (c) Discuss whether the analyst succeeded in implementation of the system.

*****END*****

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

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021
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.

		Marks	CO	BL
Q.1(A)	Briefly explain the quality concept of Deming and PB Crosby.	10M	1	1
OR				
Q.1(B)	Discuss about three basic concepts of TQM principles.	10M	1	2
Q.2(A)	What is team and teamwork? Justify needs for having this function in quality management.	10M	2	1
OR				
Q.2(B)	Explain the various techniques of performance measures?	10M	2	2
Q.3(A)	What is QFD? Explain the voice of customer in quality function development (QFD) with the help of QFD diagram?	10M	3	2
OR				
Q.3(B)	What are the goals and stages of TPM? Explain the stages involved in developing TPM and explain the six losses in TPM.	10M	3	2
Q.4(A)	What is cost of Quality? Do TQM and TPM techniques reduces or increases the cost of quality and how?	10M	4	1
OR				
Q.4(B)	Write short notes on quality circles and QFD?	10M	4	1
Q.5(A)	What is a Kaizen? Explain what are the quality policy available in Kaizen?	10M	5	1
OR				
Q.5(B)	Explain the merits and demerits of Benchmarking with relevant to business	10M	5	2
Q.6	<u>CASE STUDY</u>	10M	3	4
	If you were an executive manager in an organization, how would you structure the organization for quality improvement?			
	END			

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA I Year II Semester (R20) Regular End Semester Examinations – NOVEMBER 2021**MULTIMEDIA TECHNOLOGIES**

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.

	Marks	CO	BL
Q.1(A) Describe the Multimedia System Architecture with Diagram?	10M	1	1
OR			
Q.1(B) Discuss about Multimedia Databases?	10M	1	1
Q.2(A) Discuss About Types of Compressions in Multimedia?	10M	2	2
OR			
Q.2(B) Explain the TWAIN Architecture with Diagram?	10M	2	4
Q.3(A) What are Multimedia Input & Output Technologies and Explain About it?	10M	3	2
OR			
Q.3(B) Explain Briefly a)Digital Camera b)Video Images and Animation	10M	3	2
Q.4(A) Discuss about Broadcast Schemes for VoD Buffer Management?	10M	4	2
OR			
Q.4(B) Explain about Session Initiation Protocol (SIP)?	10M	4	2
Q.5(A) Explain About Forensics Analysis and Validation?	10M	5	3
OR			
Q.5(B) Explain Digital Watermarking Security Attacks?	10M	5	3
Q.6	CASE STUDY	10M	1 4

In a traffic control system, Live video feeds that are grabbed from the available traffic cameras can be used as the input to the system. The video processing engine then processes the video and the extracted data is sent to a Processor to process. According to the processed data, the traffic control system will control the devices that are connected to it. If Processor detects a speeding driver it will directly report it to respective person who's monitoring this using dashboard server capabilities of Processor which is known as analytics dashboard. Overall progress also gets reported to the end user and will be logged in a separate database.

Questions:

1. What are the conditions to be imposed while analyzing the live video feeds?
2. In what extent these kinds of systems are useful in high ways traffics?
3. What is the capacity of human intervention required to monitor the live video feeds 24x7?

*****END*****