

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

MBA I Year II Semester (R14) Regular End Semester Examinations - Aug- 2015

FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) In Q.no 1 to 5 answer either I or II only.

Q.1(I) Define finance function. Explain the nature and scope of financial management. 10M

OR

Q.1(II) Define the terms 'Risk' and 'Return'. Explain the trade-off relationship between risk and return. 10M

Q.2(I) Explain briefly discounted cash flow techniques of capital budgeting. 10M

OR

Q.2(II) The following is the capital structure of a Limited Company. 10M

Sources of Capital	Amount (Rs.)	Cost After Tax (%)
Equity Share Capital (4,000 shares of Rs.100 each)	4,00,000	14
Retained Earnings	2,00,000	13
Preference Share Capital	1,00,000	12
Debt	3,00,000	9

Calculate the Weighted Average Cost of Capital (WACC) of the company.

Q.3(I) An analytical statement of XYZ Ltd for an output level of Rs.80,000 is given below. 10M

Sales	4,80,000
Variable Cost	2,80,000
Contribution	2,00,000
Fixed Cost	1,20,000
Earnings Before Interest & Taxes (EBIT)	80,000
Interest	30,000
Earnings before Tax (EBT)	50,000
Tax	25,000
Net Income	25,000

Calculate the (a) Operating Leverage, (b) Financial Leverage and (c) Combined Leverage

OR

Q.3(II) Explain Gordon's basic valuation model. State the implications of it. How is it derived? 10M

Q.4(I) The following financial information is available about ABC Ltd.

10M

Estimated cost, profit, Selling price per unit	Rs.
Cost of raw materials	40
Direct labour cost	15
Overhead cost	30
Total cost	85
Profit	15
Selling Price	100

It is estimated that (a) Raw materials in stock is, on an average, 1 month, materials are in process for about 2 weeks and finished goods in stock for 1 month. (b) Suppliers allowed 1 month credit to the company; debtors are allowed 2 months credit. (c) Lag in payment of overhead expenses is 1 month. (d) $\frac{1}{4}$ of the output is sold against cash. (e) Cash in hand and at bank is expected to be Rs.13,000. Estimate the working capital needs of ABC Ltd., for a level of activity of 50,000 units of production.

OR

Q.4(II) What are the principal motives for holding cash? Briefly explain the factors that determine the cash needs of a firm. 10M

Q.5(I) Corporate combinations have certain motives behind them. Explain. 10M

OR

Q.5(II) Explain the relevance of corporate governance in the context of globalized business environment. 10M

Q.6(I) Case Study: 10M

Surya Co. Ltd., is considering investment in a project requiring a capital outlay of Rs.20, 00,000. Forecast for annual income after depreciation but before tax is as follows:

Year	1	2	3	4	5
Annual Income after depreciation but before tax	10,00,000	10,00,000	8,00,000	8,00,000	4,00,000

Depreciation may be taken as 20 per cent on original cost and taxation at 50 per cent of net income. You are required to evaluate the project according to:

- i. Net Present Value taking cost of capital as 10 per cent.
- ii. Internal Rate of Return method.

END

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MANAGEMENT INFORMATION SYSTEM

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) In Q.no 1 to 5 answer either I or II only.

Q.1(I) Define MIS? What are the functions and benefits of MIS? 10M

OR

Q.1(II) Explain characteristics, objectives and components of DBMS? 10M

Q.2(I) What are the major steps of System Development Life Cycle 10M

OR

Q.2(II) List of the five pitfalls in MIS development ? 10M

Q.3(I) Explain office automation in Management Information System ? 10M

OR

Q.3(II) Define decision support system? What are the components of a DSS? 10M

Q.4(I) Explain the software metrics in Software Development? 10M

OR

Q.4(II) What is Verification and Validation? Explain. 10M

Q.5(I) The computer is used as a tool to commit crime? Explain 10M

OR

Q.5(II) Explain the ethical, social and political issues in MIS? 10M

Q.6(I) **Information System in Restaurant**

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The

system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:

1. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions? **4M**
2. What would make the system a more complete MIS rather than just doing transaction processing? **3M**
3. Explain the probable effects that 'making the system more formal' would have on the customers and the management. **3M**

*****END*****

Course Code: 14MBA12T09

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MARKETING MANAGEMENT

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.No 6 which is a case study is compulsory.
- 3) In Q.No 1 to 5 answer either I or II only.

Q.1(I)	What is marketing? Write a brief note about production concept, product concept and marketing concept.	10M
OR		
Q.1(II)	How can segmentation and targeting be used as basis for strategy formulation?	10M
Q.2(I)	What are the constituents of a product? Discuss product line decisions and brand decisions.	10M
OR		
Q.2(II)	Describe the classification of New products. Explain market testing with an example?	10M
Q.3(I)	Explain the process of initiating the price cuts and responding to the competitor's price changes with examples.	10M
OR		
Q.3(II)	Briefly explain various objectives and methods of pricing	10M
Q.4(I)	Discuss the advantages and disadvantages of sales force and sales agency.	10M
OR		
Q.4(II)	Explain the growth and trends in retailing and wholesaling.	10M
Q.5(I)	Describe the role of marketing communication.	10M
OR		
Q.5(II)	Distinguish and describe public relations and direct marketing.	10M
Q.6(I)	Case Study	

BPCL's Petrol Pump Retail Revolution: The Pioneer

Petrol pumps in India have come a long way from being dusty, poorly lit places manned by shabbily clothed and indifferent personnel, to the shopping malls of the early 21st century. Bharat Petroleum Corporation Ltd. (BPCL), a leading player in the Indian petroleum industry, received wide acclaim for having brought about this change in the Indian fuel retailing business. In the mid 1990s, the oil industry felt the need to establish strong brand identities; until then, the industry seemed to have adopted an indifferent approach towards customer service. With the deregulation of the oil industry due in April, 2002, Indian players realized that they needed to

become more customer focused. BPCL's pioneering efforts in creating brand awareness for its products were thus a welcome change. Till the mid 1990s, a typical petrol pump owner seldom interacted with the oil company whose franchise he held.

However, with the new found retail focus of the late 1990s, companies started taking immense interest in the retail outlets. BPCL's first foray into petrol pump retailing was through Bharat Shell Ltd. (Shell), its joint venture with Shell Overseas Investments of Netherlands. Shell launched the first convenience store (C-Store) stocking over 1,000 different items. The store, offering eatables, soft drinks, stationery, newspapers, magazines, frozen foods, light bulbs audio cassettes and CDs, came as a pleasant surprise for Indian consumers.

By mid 2001, petrol pumps at almost all major locations in the metros had set up retail outlets. However, BPCL was reported to be much better positioned than its competitors, Indian Oil Corporation (IOC) and Hindustan Petroleum (HP) to meet the MNC onslaught after deregulation. BPCL was also reported to be fine-tuning its marketing and retailing strategy.

Questions:

1. Describe the strategic management of BPCL.
2. Explain how BPCL could position itself as better competitor in Indian industry?

5M
5M

*****END*****

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PRODUCTION & OPERATIONS MANAGEMENT

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) In Q.no 1 to 5 answer either I or II only.

Q.1(I) Define POM? Give its scope, objectives and its historical development? 10M

OR

Q.1(II) a) Define BEP. How do you determine it show graphical presentation of BEA. 5M

b) A firm has a fixed cost of ₹ 10000; selling Price per unit is ₹ 5 and variable cost per unit is ₹ 3 you are required to calculate BEP in terms of volume and value and margin of safety if the actual sales is 8000 units. 5M

Q.2(I) Define the term Plant layout. Discuss the merits and demerits of process Vs. product layout. 10M

OR

Q.2(II) a) Define the term Aggregate Planning and state its objectives. 5M

b) A steel plant has a design capacity of 5000 tons of steel per day, effective capacity of 40000 tons of steel per day and an actual output of 36000 tons of steel per day. Compute the efficiency of the plant and its utilization. 5M

Q.3(I) What is LINE OF Balance? Explain the LOB Techniques with an illustration. 10M

OR

Q.3(II) Describe the various elements of an operations planning and scheduling system? Distinguish forward and backward scheduling. 10M

Q.4(I) There are five jobs each of which must go through the two machines A and B in the order AB. Processing times are given below 10M

JOB	1	2	3	4	5
Machine A	5	1	9	3	10
Machine B	2	6	7	8	4

Determine a sequence for five jobs that will minimize the total time elapsed.

OR

- Q.4(II) Describe the method of processing 'n' jobs through one and two machines 10M
- Q.5(I) Define SQC. What are its advantages and disadvantages? 10M

OR

- Q.5(II) What is the significance of control charts with reference to quality control? Explain 10M

Q.6(I)

Case Study

Service Blues!

Jyoti had given her branded laptop for servicing to an authorized service centre 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 centre and reported the display problem. Jyoti was aghast when she was informed that as she had signed the delivery documents, the service centre 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.

- (a) Do you think that After Sales Service through a third party is a cause for concern? Justify. 5M
- (b) There seems to be a breach of trust in the given caselet. How is breach of trust related to quality of service? 5M

END

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HUMAN RESOURCE MANAGEMENT

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) In Q.no 1 to 5 answer either I or II only.

Q.1(I)	HRM Policies and Principles contribute to the effectiveness, continuity and stability of the organization, Explain How?	10M
OR		
Q.1(II)	Explain the role of HR Department in strategic planning?	10M
Q.2(I)	If jobs are given based on the birth instead of capability, the economic development of a country will become more uncertain- discuss?	10M
OR		
Q.2(II)	Explain a typical selection process?	10M
Q.3(I)	Write short notes on	
	(a) Sensitivity training	2.5M
	(b) Role play	2.5M
	(c) Simulation	2.5M
	(d) E- learning	2.5M
OR		
Q.3(II)	Devise an appropriate Performance Appraisal system for a personal selling sales team?	10M
Q.4(I)	Define Job Evaluation? Explain the process of Job Evaluation?	2 +8 M
OR		
Q.4(II)	Explain the factors influencing employee compensation?	10M
Q.5(I)	Explain the recent trends in HR outsourcing?	10M
OR		
Q.5(II)	Explain the factors affecting Work-Life balance?	10M
Q.6(I)	Case Study	10M

Swift in promotion

Badrinath (Badri) is an over ambitious young man. For him ends justify means. With a diploma in engineering, Badri joined, in 1997, a Bangalore-based company as a Technical Assistant. He got himself enrolled as a student in an evening college and obtained his degree in engineering in 2002. Recognizing his improved qualification, Badri was promoted as Engineer-Sales in 2004.

Badri excelled himself in the new role and became the blue-eyed boy of the management. Promotions came to him in quick succession. He was made Manager-Sales in 2006 and Senior

Manager-Marketing in 2008.

Badri did not forget his academic pursuits. After being promoted as Engineer-Sales, he joined an MBA (part-time) programme. After completing MBA, Badri became a Ph.D. Scholar and obtained his doctoral degree in 2009.

Functioning as Senior Manager-Marketing, Badri eyed on things beyond his jurisdiction. He started complaining against Sharma the Section Head and Prahalad the Unit Chief (both production) with Rahul, the EVP (Executive-Vice President). The complaints included delay in executing orders, poor quality and customer rejections. Most of the complaints were not real.

Rahul was convinced and requested Badri to head the production section so that things could be straightened up there. Badri became the Section head and Sharma was shifted to sales.

Badri started spreading his wings. He prevailed upon Rahul and got sales and quality under his control, in addition to production. Sharma an equal in status, was now subordinated to Badri. Success had gone to Badri's head. He had everything going in his favour position, power, money, and qualification. He divided workers and used them as pawns. He ignored Prahalad and established direct link with Rahul. Unable to bear the humiliation, Prahalad quit the company. Badri was promoted as General Manager.

Things had to end at some point. It happened in Badri's life too. There were complaints against him. He had inducted his brother-in-law, Ganesh, as an engineer. Ganesh was by nature corrupt. He stole copper worth Rs.5 lakh and was suspended. Badri tried to defend Ganesh but failed in his effort. Corruption charges were also leveled against Badri who was reported to have made nearly Rs.20 lakh for himself.

On the new-year day of 2013, Badri was reverted to his old position sales. Sharma was promoted and was asked to head production. Roles got reversed. Sharma became boss to Badri.

Unable to swallow the insult, Badri put in his papers.

From 1997 to 2013, Badri's career graph had a steep rise and a sudden fall. Whether there would be another hump in the curve is a big question.

Answer the following Questions

1. Bring out the Principles of promotion that were employed in promoting Badri.
2. What would you do if you were (i) Sharma (ii) Prahalad or (iii) Rahul?
3. Bring out the ethical issues involved in Badri's behavior.

*****END*****

Course Code: 14MBA12T12

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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BUSINESS RESEARCH METHODS

Time: 3Hrs

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) In Q.no 1 to 5 answer either I or II only.

Q.1(I)	Define research. Explain the nature, importance, and role of business research in management decisions.	10M
OR		
Q.1(II)	How does one frame research objectives? Explain the characteristics of business research.	10M
Q.2(I)	Explain the role of internet in business research.	10M
OR		
Q.2(II)	Describe the role of ethics in business research.	10M
Q.3(I)	Explain the components and process of research design.	10M
OR		
Q.3(II)	Explain the process of identifying business problem.	10M
Q.4(I)	What is a questionnaire? Explain the advantages and disadvantages of the questionnaire data collection.	10 M
OR		
Q.4(II)	What is secondary data? How can one establish the authenticity of information collected by secondary sources?	10M
Q.5(I)	What are the guidelines for effectively presenting the research results through oral presentation?	10M
OR		
Q.5(II)	What are the characteristics of a good research report?	10M
Q.6(I)	Case Study	10M

Financial services company is planning to conduct a survey at Tirupati about investors attitude towards investment in stock market, if you are research analyst, prepare questionnaire, objectives, methodology and frame hypothesis and write a procedure how you make a decision?

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STATISTICAL METHODS FOR MANAGERS WITH SPSS

Time: 3 Hours

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) Use the given sample data for all the Questions.
- 4) In Q.no 1 to 5 answer either I or II only.

Q.1(I)	Write a brief note on the procedure to compute bar charts using SPSS.	10M
OR		
Q.1(II)	Explain the procedure to compute frequencies using SPSS.	10M
<hr/>		
Q.2(I)	How can you compute the multiple linear regressions? Explain by using SPSS.	10M
OR		
Q.2(II)	Write a note on the procedure to compute simple linear regression using SPSS.	10M
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Q.3(I)	Explain the procedure to compute large sample test for a single mean using SPSS.	10M
OR		
Q.3(II)	Explain the procedure to compute two sample tests for difference of proportion using SPSS.	10M
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Q.4(I)	Explain the procedure to compute small sample test for difference of means using SPSS.	10M
OR		
Q.4(II)	Write a note on the procedure to compute chi-square test for goodness of fit using SPSS.	10M
<hr/>		
Q.5(I)	Write a note on the procedure to compute one-way ANOVA using SPSS.	10M
OR		
Q.5(II)	Explain the procedure to compute two-way ANOVA using SPSS.	10M
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Q.6(I)	Case Study	10M

Describe the hypothesis testing procedure for correlation between heights and weights of children for a period of 10 years.

*****END*****

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STATISTICAL METHODS FOR MANAGERS WITH SPSS

Time: 3 Hours

Max Marks: 60

Note:

- 1) Attempt all the questions.
- 2) Q.no 6 which is a case study is compulsory.
- 3) Use the given sample data for all the Questions.
- 4) In Q.no 1 to 5 answer either I or II only.

Q.1(I) Explain the procedure to compute pie charts using SPSS. **10M**

OR

Q.1(II) Write a brief note on the procedure to compute histograms using SPSS. **10M**

Q.2(I) Write a brief note on the procedure to compute simple linear regression using SPSS. **10M**

OR

Q.2(II) Describe the procedure to compute simple linear regression using SPSS. **10M**

Q.3(I) Explain the procedure to compute one sample test for single proportion using SPSS. **10M**

OR

Q.3(II) Write a brief note on the procedure to compute large sample test for a difference of means. **10M**

Q.4(I) What is the procedure to compute small sample test for paired means using SPSS. **10M**

OR

Q.4(II) Write a note on the procedure to compute t-test for single mean using SPSS. **10M**

Q.5(I) How can you compute the two-way ANOVA? Explain by using SPSS. **10M**

OR

Q.5(II) Write a note on the procedure to compute F-test for equality of two population variances using SPSS. **10M**

Q.6(I) **Case Study** **10M**

Describe the hypothesis testing procedure for independence of attributes such as intelligent quotient and economic conditions using Chi-square.

*****END*****

