

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

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

OPERATIONS RESEARCH

Time: 3Hrs

Max Marks: 50

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

- Q.1(A) i. Write mathematical formulation for LPP. 5 M
ii. Discuss the applications of operations research. 3M

OR

- Q.1(B) Use Big-M method solve the L.P.P. 8 M
 $Min.Z = 10x_1 + 6x_2$
Subject to $4x_1 + x_2 \geq 80, 2x_1 + x_2 \geq 60, x_1, x_2 \geq 0$

- Q.2(A) Solve the following Transportation problem: 8 M

	D_1	D_2	D_3	D_4	D_5	Supply
O_1	7	7	10	5	11	45
O_2	4	3	8	6	13	90
O_3	9	8	6	7	5	95
O_4	12	13	10	6	3	75
O_5	5	4	5	6	12	105
Demand	20	80	50	75	85	

OR

- Q.2(B) Explain in detail the Hungarian method of solving Assignment problem. 8 M

- Q.3(A) There are seven jobs, each of which has to go through the machine A and B in the order AB . Processing times in hours are given below: 8 M

Job	1	2	3	4	5	6	7
Machine A	3	12	15	6	10	11	9
Machine B	8	10	10	6	12	1	3

Determine a sequence of these jobs that will minimize the total elapsed time T.

OR

- Q.3(B) Solve the game with the payoff matrix shown in the following table, using the algebraic method: 8 M

		Player B's Strategies		
		B1	B2	B3
Player A's Strategies	A1	7	4	4
	A2	3	5	8

Q.4(A) Discuss the various types of replacement situations. 8 M

OR

Q.4(B) The probability of time between failures of bearing that breakdown is shop is as follows: 8 M

Time between failures (hrs.)	10	20	30	40	50
Probability	0.1	0.2	0.4	0.15	0.15

Find the number of failures in the next 150 hours.

Q.5(A) Explain i) Critical Path Method and ii) PERT 8 M

OR

Q.5(B) A tollgate is operated on a freeway where cars arrive according to Poisson distribution with mean frequency of 1.2 cars/ min. The time of completing payment follows an exponential distribution with mean of 20 seconds. Find 8 M

- (i) The idle time of counter
- (ii) Average no. of cars in the system
- (iii) Average no. of cars in the queue
- (iv) Average time that car spends in the system
- (v) Average time that car spends in the queue.

Q.6 **Case Study** 10 M

Solve the following travelling salesman problem:

	1	2	3	4	5
1	—	10	25	25	10
2	1	—	10	15	2
3	8	9	—	20	10
4	14	10	24	—	15
5	10	8	25	27	—

END

Hall Ticket No:

Course Code: 16MBA116

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

MBA II Year I Semester (R16) Regular & Supplementary End Semester Examinations – Dec 2019

STRATEGIC MANAGEMENT

Time: 3Hrs

Max Marks: 50

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

Q.1(A) What is Strategic Management? Elucidate the significance and levels of Strategic Management. 8 M

OR

Q.1(B) Illustrate corporate Vision, Mission, Objectives, Strategies and Policies with suitable examples. 8 M

Q.2(A) Justify the role of Organizational learning in building effective strategic management. 8M

OR

Q.2(B) Discuss steps involved in strategic management process. 8M

Q.3(A) Explain the steps involved in strategy formulation. 8 M

OR

Q.3(B) "Sustenance of business is impossible without suitable strategies at its various levels" comment. 8 M

Q.4(A) Discuss about various strategies for competing in Global Markets and Internet economy. 8 M

OR

Q.4(B) What is diversification? Explain various types of diversification strategies. 8 M

Q.5(A) What is Strategic Control?. Discuss the role of strategist in establishing strategic Controls. 8 M

OR

Q.5(B) Discuss in detail about the Strategic Audit and the Strategic Information System 8 M

Q.6 **Case Study** 10 M

Kinder Care Learning Centers had been founded to take advantage of the increasing numbers of dual - career couple who were turning to day care centers to watch their children while they were at work. In comparison to some centers that were nothing more than babysitting services providing only minimal attention to the needs of the children, Kinder Care offered pleasant surroundings staffed by well trained personnel. Soon Kinder Care had over 1000 centers in almost 40 states in the United States. Not satisfied with its success, however Kinder Care's top management decided to take advantage of its relationship with working parents to diversify into the somewhat related businesses of banking, insurance and retailing. Financed through junk bonds, the strategy failed to bring in enough cash to pay for

its implementation. After years of losses, the company was driven to bankruptcy in the late 1980s. It emerged from bankruptcy in 1993, divested itself of its acquisitions and pledged to stay away from diversification. The new CEO initiated a concentration strategy with an emphasis on horizontal growth. Kinder Care opened its first center catering expressly to commuters in a renovated supermarket near the metro line to Chicago. It also offered to build child – care centers for big employers or to run existing facilities for a fee. It opened its first overseas center in Britain. By 1996, the company was earning \$ 21.7 million revenues of \$ 506.5 million with centers in 38 states and the United Kingdom.

Questions:

- 1. Do you think the strategies adopted by Kinder Care were correct to grow internationally?**
- 2. To expand further what corporate strategy should the organization adopt?**

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Hall Ticket No:

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Course Code: 16MBA115

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

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

BUSINESS ANALYTICS

Time: 3Hrs

Max Marks: 50

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

- Q.1(A) The data of Kamal Plastic Industries (manufacturers of plastic chairs) is given in the **table 1**. Calculate and Analyse Profit using Goal seeks function. Kamal Plastic Industries wants to achieve a profit of \$ 6000. Build a spreadsheet model that calculates a profit or loss. And create three different scenarios by changing size of venue, changing speaker's cost and registration fees. 8 M

OR

- Q.1(B) The conference budget is given. From the given data calculate profit and loss data. 8 M
And create three different scenarios

Conference budget	
Costs	
Venue: # seats	300
Resource Person Payment	\$ 4,000
Venue rental food	500
Amplification and Food	300
Total costs	4800
Registration Fee	30
Registrations amount received	\$ 9,000

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- Q.2(A) From the given data count number of items such as 'Airframe fasteners', 'Pressure Gauge', and 'Side Panel' using COUNT function. Also find maximum cost associated with each of the items mentioned above 8M

OR

- Q.2(B) Discuss in detail about the type one and type two error. 8M

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- Q.3(A) Discuss briefly various types of patterns in a time series data. 8 M

- Q.3(B) Consider the following time series data: Compute three-week moving averages for the time series. 8 M

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- Q.4(A) Write short notes on: 8 M
a. Simulation and risk analysis and b. Scope of data mining

OR

- Q.4(B) Use the given historical prices of L&T InfoTech. Compute mean and standard deviation of the series. 8 M

Q.5(A) Write a brief note on decision trees in Business Analytics.

8 M

OR

Q.5(B) Write a brief note on applications of data mining in Business Analytics.

8 M

Q.6

CASE STUDY

10 M

Food Bazaar wanted to promote its private label brands in groceries. So the retail store manager conducts survey among consumers who visits More store by distributing questionnaire. Now retail manager wants to know which factors are significantly affecting the purchase intention of private label brands from the given data. Use purchase intention as dependent variable. Use Store Image, Quality of the product, Product Risk, and Price of the product as independent variables

- a. From the above case identify what type of regression can be analyzed and perform the suitable analysis accordingly?
- b. Identify which factor has most significant impact on Purchase intention of private label brands?
- c. Explain about R-square and its importance in the given data.

*****END*****

Hall Ticket No:

Course Code: 16MBA431

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

MBA II Year I Semester (R16) Regular End Semester Examinations – December 2018
CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3Hrs

Max Marks: 50

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

Q.1(A) Discuss about the significance of customer relationship management to its stakeholders in detail. 8 M

OR

Q.1(B) Write short notes on 8 M
i) Relation Selling Concept and ii) Role of CRM in building Customer Relationship

Q.2(A) Discuss CRM as a strategic marketing tool for effective business decisions. 8 M

OR

Q.2(B) Explain in detail the dimensions of customer profile. 8 M

Q.3(A) Explain different strategies for customer acquisition. 8 M

OR

Q.3(B) Discuss in detail about the different CRM models. 8 M

Q.4(A) Explain the following 8 M
i) Data Mining for CRM and ii) Role of interactive technologies in CRM

OR

Q.4(B) Discuss the steps in implementing CRM. 8 M

Q.5(A) Explain about the e-CRM solutions. 8 M

OR

Q.5(B) Discuss the Technological and Operational issues in implementation of CRM Project. 8 M

Q.6 Case Study 10 M

A company wishes to launch new toothpaste, which could prevent tooth cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy to attract new customers as well as to retain existing customers, what type of customer relationship management strategy is required and so the company's new brand could be established in the market.

END

Hall Ticket No:

Course Code: 16MBA401

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

MBA II Year I Semester (R16) Supplementary End Semester Examinations – JAN 2020
SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Time: 3Hrs

Max Marks: 50

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

Q.1(A) Explain the features of speculation and differentiate it from investment 8 M

OR

Q.1(B) What are the functions of stock exchanges? How are they managed? 8 M

Q.2(A) What is economic analysis and state the economic factors considered for this analysis. 8 M

OR

Q.2(B) What is technical analysis? What are the various theories in technical analysis 8 M

Q.3(A) What is Primary and Secondary market? Describe the Market participants of the secondary market. 8 M

OR

Q.3(B) The James company had the following annual returns over the past seven years. Determine James's Average Return and Standard deviation of Returns over the past 8 M

Years	Return
2001	10 %
2002	-5 %
2003	14 %
2004	-6 %
2005	20 %
2006	18
2007	20

Q.4(A) What are the advantages of APT over CAPM? Explain in detail. 8 M

OR

Q.4(B) Explain the strong form of market efficiency with empirical evidences 8 M

Q.5(A) What is the difference between active equity management and passive equity management 8 M

OR

Q.5(B) How does the risk profile of an investor affect portfolio selection 8 M

Q.6

Case Study

10 M

An equity share is priced Rs.50. the price at the end of the year and the probabilities are given below. The company does not pay any dividend. What is,

- a) The return that an investor can expect from the stock
- b) Analyse the standard deviation of the returns

End year price	Probability
60	0.1
65	0.2
70	0.4
75	0.2
80	0.1

END