

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – Mar 2021
OPERATIONS RESEARCH

Time: 3Hrs

Max Marks: 60

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

- Q.1(A) A factory manufactures two products A and B on three machines X, Y, and Z. Product A requires 10 hours of machine X and 5 hours of machine Y and one hour of machine Z. The requirement of product B is 6 hours, 10 hours and 2 hours of machine X, Y and Z respectively. The profit contribution of products A and B are Rs. 23/- per unit and Rs. 32 /- per unit respectively. In the coming planning period the available capacity of machines X, Y and Z are 2500 hours, 2000 hours and 500 hours respectively. Find the optimal product mix for maximizing the profit. 10M

OR

- Q.1(B) Define OR. List and explain the various applications of OR. 10M

- Q.2(A) Four factories, A, B, C and D produce sugar and the capacity of each factory is given below: Factory A produces 10 tons of sugar and B produces 8 tons of sugar, C produces 5 tons of sugar and that of D is 6 tons of sugar. The sugar has demand in three markets X, Y and Z. The demand of market X is 7 tons, that of market Y is 12 tons and the demand of market Z is 4 tons. The following matrix gives the transportation cost of 1 ton of sugar from each factory to the destinations. Find the Optimal Solution for least cost transportation cost. 10M

Factories	Cost in Rs. per ton ($\times 100$)			Availability in Tons
	Factories. Markets.			
	X	Y	Z	
A	4	3	2	10
B	5	6	1	8
C	6	4	3	5
D	3	5	4	6
Requirement in Tons	7	12	4	

OR

- Q.2(B) Five jobs are to be assigned to 5 machines to minimize the total time required to process the jobs on machines. The times in hours for processing each job on each machine are given in the matrix below. By using assignment algorithm make the assignment for minimizing the time of processing. 10M

Jobs	V	W	X	Y	Z
A	2	4	3	5	4
B	7	4	6	8	4
C	2	9	8	10	4
D	8	6	12	7	4
E	2	8	5	8	8

Q.3(A) Elucidate the process and types of decision-making environments with illustrations. 10M

OR

Q.3(B) Solve the following game using Dominance property: 10M

		Player B			
		3	5	4	2
Player A	5	6	2	4	
	2	1	4	0	
	3	3	5	2	

Q.4(A) A company manufactures 200 motorcycles per day. Depending upon the availability of raw materials and other conditions, the daily production has been varying from 196 to 204 motorcycles, whose probability distribution is as given below: 10M

Production per day	196	197	198	199	200	201	202	203	204
Probability	0.05	0.09	0.12	0.14	0.20	0.15	0.11	0.08	0.06

The motorcycles are transported in a specially designed three storeyed lorry that can accommodate only 200 motorcycles. Using the following random numbers: 82, 89, 78, 24, 52, 53, 61, 18, 45, 04, 23, 50, 77, 27, 54, 10

Simulate the process to find out:

- a) The average number of motorcycles waiting in the factory.
- b) The average number of empty spaces on the lorry?

OR

Q.4(B) The initial cost of a machine is Rs. 6100/- and its scrap value is Rs.100/-. The maintenance costs found from experience are as follows: 10M

Year	1	2	3	4	5	6	7	8
Annual Maintenance Cost in Rs	100	250	400	600	900	1200	1600	2000

When should the machine be replaced?

Q.5(A) The following table gives the activities of construction project and duration: 10M

Activity	1-2	2-3	2-4	3-5	3-6	4-6	4-7	5-8	6-8	7-8
Duration (days)	2	3	5	4	1	6	2	8	7	4

Draw the network diagram for the project. Determine the critical path, project duration and total float.

OR

Q.5(B) A product manufacturing plant at a city distributes its products by trucks, loaded at the factory warehouse. It has its own fleet of trucks plus trucks of a private transport company. This transport company has complained that sometimes its trucks have to wait in line and thus the company loses money paid for a truck and driver of waiting truck. The company has asked the plant manager either to go in for a second warehouse or discount prices equivalent to the waiting time. The data available is: 10M

Average arrival rate of all trucks = 3 per hour. Average service rate is = 4 per hour. The transport company has provided 40% of the total number of trucks.

Assuming that these rates are random according to Poisson distribution, determine:

- (a) The probability that a truck has to wait?
- (b) The waiting time of a truck that has to wait,
- (c) The expected waiting time of company trucks per day.

Dr Strong is dentist who schedules all per patients for 30 minutes appointments. Some of the patients take more or less than 30 minutes depending in the type of dental work to be done. The following summary shows the various categories of work, their probabilities and the time actually needed to complete the work.

Categories	Filling	Crown	Clearing	Extraction	Checkup
Time Required (Min)	45	60	15	45	15
Prob of Category	0.40	0.15	0.15	0.10	0.20

Simulate the dentists clinic for four hours and determine the average waiting time for the patients as the illness of the doctor. Assume that all the patients show up at the clinic at exactly their scheduled arrival time starting at 8.00 am. Use the following random numbers for handling the above problem: 40, 82, 11, 34, 25, 66, 17, 79.

*****END*****

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

STRATEGIC 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 strategic management decision making and explain various steps involved in decision making.	10M
OR		
Q.1(B)	Briefly explain the elements of strategic management process.	10M
Q.2(A)	Critically evaluate TOWS matrix tool under strategic analysis process	10M
OR		
Q.2(B)	Evaluate BCG Matrix Model? Distinguish the difference between BCG Matrix and GE Model.	10M
Q.3(A)	Explain about different Retrenchment Strategies.	10M
OR		
Q.3(B)	Describe Corporate Restructuring.	10M
Q.4(A)	Explain various issues related to global strategy implementation.	10M
OR		
Q.4(B)	Analyze the need of strategy evaluation and control.	10M
Q.5(A)	Identify the need for Benchmarking. Explain different types of Benchmarking.	10M
OR		
Q.5(B)	Explain any three methods used in strategic control system with suitable examples.	10M
Q.6	Case Study	10M

For more than 10 years till 1995, Laboni stores ltd was successfully running a number of retail store selling cosmetics and skin care products. From 1996 sales were stagnating and now after a year had started declining. The general manager of the company made enquiries from stores in charge at various locations of stores. All of them reported that ladies, particularly the younger generation, were found to be highly discriminating about the choice of the product. Demand for certain branded items widely fluctuated due to movie artists preferences shown on TV. Also there is a market tendency to equate quality with price. The general manager decided to have environmental analysis carried out with a focus on changes in social and cultural factors among urban ladies. On that basis he even thought of recommending to the board of directors a complete change in the product line to be decided.

Questions:

1. Do you think the GM was right in his approach regarding environmental scanning?
2. What other factors in the environment needed analysis?

END

Hall Ticket No:

Course Code: 18MBAP505

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MAR 2021

BUSINESS ANALYTICS

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 significance of Graphical methods and the statistical techniques used in business analytics 10M

OR

Q.1(B) Use the given data set 1E to find the regression equation for the trend component. Further, assess the techniques in terms of quality of prediction 10M

Q.2(A) Simulate the throw of a dice and find out the probability of getting 3,4, and 5 10M

OR

Q.2(B) Simulate the situation given in data set 2C and predict the probability that a random person will be interested in buying the product 10M

Q.3(A) Discuss the significance of data mining in the context of online marketing 10M

OR

Q.3(B) Compare and contrast various predictive analytic tools 10M

Q.4(A) Use data set 3A to build a decision tree and discuss the buying behavior with reference to the product under consideration 10M

OR

Q.4(B) Discuss the significance of predictive techniques in strategic decision making 10M

Q.5(A) Discuss the significance of data reduction techniques in weather prediction 10M

OR

Q.5(B) Use any of the classification techniques to classify the data set 4E and discuss the outcome 10M

Q.6 **CASE STUDY** 10M

Apply the factor analysis to data set 5D and discuss the outcomes

END

Hall Ticket No:

Course Code: 18MBAP505

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MAR 2021

BUSINESS ANALYTICS

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) Compare and contrast the different types of Graphical representation of data for extracting useful information 10M

OR

Q.1(B) Use the given data set 1B to perform forecasting using exponential smoothing and moving average methods. Further, assess the techniques in terms of quality of prediction 10M

Q.2(A) Simulate the tossing of five coins and find out the probability of getting HHHHH and TTTTT 10M

OR

Q.2(B) Simulate the situation given in data set 2D and predict the probability that a random person will be interested in buying the product 10M

Q.3(A) Discuss the significance of data mining in the context of retailing of cell phones 10M

OR

Q.3(B) Use data set 3C to build a decision tree and discuss the buying behavior with reference to the product under consideration 10M

Q.4(A) "Predictive techniques use historical data and hence are not reliable". Comment. 10M

OR

Q.4(B) Discuss the significance of predictive techniques in strategic decision making 10M

Q.5(A) Discuss the significance of data reduction techniques in weather prediction 10M

OR

Q.5(B) Use any of the classification techniques to classify the data set 4A and discuss the outcome 10M

Q.6 Case study 10M

Apply the factor analysis to data set 5A and discuss the outcomes

END

Hall Ticket No:

Course Code: 18MBAP505

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MAR 2021

BUSINESS ANALYTICS

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 Business Analytics? Explain the Evolution and scope of Business Analytics. 10M

OR

Q.1(B) Use the given data set 1E to find the regression equation for the trend component. Further, assess the techniques in terms of quality of prediction. 10M

Q.2(A) Discuss the significance of Graphical methods and the statistical techniques used in business analytics. 10M

OR

Q.2(B) What is descriptive statistics? Explain the merits and demerits of Mean, Median and Mode. 10M

Q.3(A) Use the given data set 1B to perform forecasting using moving average methods. Further, assess the techniques in terms of quality of prediction. 10M

OR

Q.3(B) Explain various decomposition models - trend, seasonality and cyclical components in Time Series Analysis. 10M

Q.4(A) Simulate the situation given in data set 2D and predict the probability that a random person will be interested in buying the product. 10M

OR

Q.4(B) Use any of the classification techniques to classify the data set 4B and discuss the outcome. 10M

Q.5(A) Use data set 3D to build a decision tree and discuss the buying behavior with reference to product under consideration. 10M

OR

Q.5(B) What is Sensitivity Analysis? Elucidate the significance of sensitivity analysis. What are the sensitivity analysis methods. 10M

Q.6 CASE STUDY 10M
Apply the factor analysis to data set 5B and discuss the outcomes

END

Hall Ticket No:

Course Code: 18MBAP505

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MAR 2021

BUSINESS ANALYTICS

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) Compare and contrast the different types of Graphical representation of data for extracting useful information 10M

OR

Q.1(B) Use the given data set 1C to find the regression equation for the trend component. Further, assess the technique in terms of quality of prediction 10M

Q.2(A) Discuss various steps in hypothesis testing. 10M

OR

Q.2(B) What is R Software? Explain its merits and its application. 10M

Q.3(A) Use the given data set 1A to perform forecasting using regression and moving average methods. Further, assess the techniques in terms of quality of prediction 10M

OR

Q.3(B) Compare and contrast various predictive tools for solving crime 10M

Q.4(A) Simulate the situation given in data set 2C and predict the probability that a random person will be interested in buying the product 10M

OR

Q.4(B) Discuss the significance of data mining in the context of online marketing. 10M

Q.5(A) Write a short notes on: 10M
i) Decision strategies to minimize objective functions.
ii) Decision strategies to maximize objective functions.

OR

Q.5(B) Use data set 3C to build a decision tree and discuss the buying behavior with reference to the product under consideration 10M

Q.6 CASE STUDY 10M
Apply the factor analysis to data set 5D and discuss the outcomes

END

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

FINANCIAL DERIVATIVES

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 are different types of derivatives? Discuss various functions and advantages of derivatives markets? 10M

OR

Q.1(B) Evaluate the regulatory framework of derivatives market in India? Discuss the role of SEBI in regulating in derivatives market in India. 10M

Q.2(A) Sensex futures are traded at a multiple of 50. Consider the following quotations of Sensex futures in the 10 trading days during February, 2009 10M

Day	Closing
4/2/09	3296.50
5/2/09	3294.40
6/2/09	3230.40
7/2/09	3212.30
10/02/09	3267.50
11/02/09	3263.80
12/02/09	3292.00
14/02/09	3309.30
17/02/09	3257.80
18/02/09	3102.6

Abhishek bought one sensex futures contract on February, 04. The average daily absolute change in the value of contract (mean) is 10000 and standard deviation of these changes is 2000. The maintenance margin is 75% of initial margin & initial margin is mean or average daily absolute change plus thrice of standard deviation of these change. You are required to determine the daily balances in the margin account and payment on margin calls, if any

OR

Q.2(B) Elucidate the how Risk management can be done through derivatives contracts and explain about hedging strategies. 10M

Q.3(A) An investor who feels that one script of AB Ltd which is currently selling at 1300, could move significantly in 3 months. According to him, the prices of the shares are likely to fall in the next 3 months. He buys a put option at a strike price of 1350 and expiration in 3 months, at a premium of 80. required to compute 10M

1) the Break Even Point

2) Compute the profit or loss from the strategy, if the price on maturity is 1365,1355, 1345,1335,1325,1315,1305,1295,1285,1275,1265,1255,1245.

3) Draw the payoff of the strategy.

OR

Q.3(B) Explain and evaluate any "Five" option trading strategies with pay-off diagrams. 10M

Q.4(A) Briefly explain about the determinants of the option pricing and explain about the binomial option pricing model. 10M

OR

Q.4(B) From the following data for certain stock, find the value of a call option 10M

- Price of the stock now Rs.80
- Exercise price Rs.75
- Standard deviation of continuously compounded annual return 0.50
- Maturity Period 6 months
- Annual Interest Rate 12%
- $\ln 1.060=0.0645$

Q.5(A) Examine and explain in detail with hypothetical examples for currency swap, interest rate commodity swap 10M

OR

Q.5(B) Current market price of the Wipro Ltd is Rs. 4800 at the end of each quarter there is 40% probability that price will increase by Rs.60 and 60% that price will decrease by Rs. 20. A six month call option is available on this share with the exercise price of Rs.4830 continuously compounded risk-free interest rate is 12% per annum. Determine the present value of the call option using Binomial Option Pricing Model. 10M

Q.6 **CASE STUDY** 10M

Virat has obtained a loan @ fixed rate of 13% from HSBC. He expects the interest rates to decline and he is willing to take the benefit of declining interest rates. He wants to convert his loan into a floating rate. HSBC offers him the floating rate of MIBOR+1.9% Another party Ashok has borrowed from Citi Bank @floating rate MIBOR+1.5%. He expects the interest rates to rise in future and this will increase his commitment towards interest expenses. He is therefore willing to convert his loans into a fixed rate. Citi bank offers him fixed rate of 14% p.a.

Both these parties' approach YZ Ltd (Swap Bank) to find out whether any swap deal can be executed and decide to swap their interest obligations and the overall benefit of swap shall be shared equally by the three parties including the swap bank (in the ratio of 5:5:4)

You are required to

- 1) Determine whether the interest rate swap deal can be executed
- 2) Determine the differential surplus that benefits each of the 3 parties
- 3) Show how the interest rate swap deal will be arranged
- 4) Show how each party is benefited from swap deal

In question, assume that both the Virat and ashok have borrowed from their respective banks an amount of 1,00,00,000 each, for interest rate swap arrangement consider a notional loan of 1,00,00,000 determine the net pay off under both the legs for each of the following situations

Case 1: MIBOR=10% P.a

Case 2: MIBOR=12% P.a

END

Hall Ticket No:

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

Course Code:18MBAP416

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

RETAIL 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)	Present day retailing has become important concept for retailers. Comment.	10M
OR		
Q.1(B)	Discuss various types of non-store retailing. Enlist their merits and demerits.	10M
Q.2(A)	Some locations are particularly well suited to specific retail stores. Explain.	10M
OR		
Q.2(B)	Explain different pricing strategies and enlist the factors affecting retail price.	10M
Q.3(A)	Differentiate retailers short-term and long-term promotional objectives.	10M
OR		
Q.3(B)	Classify various types of sales promotion activities in detail.	10M
Q.4(A)	Elucidate various steps in merchandise planning.	10M
OR		
Q.4(B)	Elaborate on various methods for evaluating merchandise performance.	10M
Q.5(A)	Describe the recent trends in retailing of services.	10M
OR		
Q.5(B)	Assess the future of on-line retailing in Indian context.	10M
Q.6	Case Study	10M
	<p>Stop & Shop (www.stopandshop.com) is an eastern U.S. chain with close to 350 supermarkets. Its stores have grocery items along with pharmacies, delis, and entertainment centers. Stop & Shop is a subsidiary of Ahold USA (www.aholdusa.com). It has a loyalty card program that provides members with targeted coupons based on behavior. These coupons are offered at the checkout, as well as through direct mail. Until recently, according to Susan Shahroodi, Stop & Shop's director of development for information systems, "Our marketing efforts were targeting customers after the sale. Instead, we wanted to appeal to shoppers while they were in the aisle and actively making purchase decisions." By communicating with patrons while they shopped, Stop & Shop would be able to increase sales. At the same time, consumers would benefit from additional savings without having to save and clip coupons.</p> <p>IBM's Personal Shopping Assistant solution, named "Shopping Buddy," is a device that is mounted on a shopping cart that helps guide customers through the store. Shopping Buddy enables customers to receive specialized promotions. These</p>	

promotions are offered on an aisle-by-aisle basis. This approach enables customers to more easily locate any featured items. Shopping Buddy computes a customer's total bill at any point in time so that he or she can budget total expenditures and use self-scanning to avoid the checkout line. Shopping Buddy even has a direct linkage with the store's deli so that orders can be placed at the cart and picked up when ready.

There are multiple parts to IBM's Personal Shopping Assistant. The hardware consists of a touchscreen computer and a barcode scanner attached to each cart. The store's infra-structure consists of ceiling-mounted beacons that track a shopper's location in the store within each aisle. The system's user interface software gives shoppers the ability to place an order, locate products, and see relevant offers. This software was developed by Cuesol (www.cuesol.com), an IBM Business Partner. All of these systems are effectively integrated so that consumers receive Web-style displays as they walk through the store.

Stop & Shop has used IBM's Personal Shopping Assistant solution in three stores as a test and planned to roll out this solution to 20 more locations by mid-2020. The chain has already seen tangible results from shoppers that use Shopping Buddy. These include reduced waiting times, better ability to find merchandise, and enhanced use of special offers. Shahroodi reports that, "Customers will drive beyond their local Stop & Shop to get to one of these Shopping Buddy locations. They love how the technology gives them control over their shopping experience." This system also saves Stop & Shop significant money that used to be spent for printing and distributing coupons. Stop & Shop's director of marketing says, "Instead of printing and mailing 15 variations of a marketing piece tailored to different audiences, we'll be able to develop and distribute messages electronically for substantial savings."

Questions

1. Discuss the merits and demerits of using Shopping Buddy as compared with traditional coupons.
2. Develop a promotional campaign that would integrate the use of Shopping Buddy with other promotional media.

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

INTERNATIONAL 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 IHRM. Discuss about the challenges and issues of managing Human resources in international context.	10M
OR		
Q.1(B)	Distinguish various approaches to international HRM with their merits and demerits.	10M
Q.2(A)	Model the recruitment and selection procedure of expatriates.	10M
OR		
Q.2(B)	Analyze various issues involved in expatriate training.	10M
Q.3(A)	Elucidate the methods of cross cultural training for expatriates.	10M
OR		
Q.3(B)	Critically analyze the agencies and programmes involved in international performance appraisal.	10M
Q.4(A)	Enumerate the components and objectives of international compensation.	10M
OR		
Q.4(B)	Examine the factors influencing international compensation.	10M
Q.5(A)	Describe the various issues of international industrial relations.	10M
OR		
Q.5(B)	What are the roles of international trade unions? Explain the role of MNC's in trade union movement.	10M
Q.6	CASE STUDY	10M
	A communication received from Mr. Takeo Naruse (Director, The Tokyo Employers' Association) includes the task of utilizing foreign workers It was probably Germany (West Germany at that time) who took the first step toward the employment of foreign workers from early on among the developed countries whose trend in declining birth rates had been getting worse. Germany made arrangements with many countries and took in a number of foreign workers, but among them, the most were from Turkey. One time after that, Germany whose growing period had finished encouraged the Turkish workers to go back to their country providing lump-sum payments. Europe has now become the EU and has been facing new immigration problems. The issues concerned with the utilization of foreign workers always have a light and a dark side. Japan has been an island nation for ten thousand and some years, therefore, it is a nation that the unique culture and the tradition are widespread homogeneously. For this reason, the country seems to have the both sides which are worshipping foreign culture and difficult to assimilate from the perspective of foreign people. Nevertheless, Japan is also considering the	

agenda for utilization of foreign workers seriously in the context of demographic aging with low birth rate. The basic policy is whereas they accept professional labor force positively, simple labor force is prohibited in principle; moreover, they are willing to support the development of partner countries by accepting trainees for technical internship in a positive manner. It is possible for the foreigners to get employed in Japan if they graduate from Japanese high school or university after they come to study in Japan. Regarding this issue, Japanese companies have difficult personnel system problems. The "seniority criterion" still remains strong in Japanese companies. The criterion includes age, length of service and performance, and of there, the part of age and length of service still has a great meaning. The basic personnel system is that people start from simple tasks in a field and learn the working system of the company from the basics even if they join a company after graduating from university or graduate school. Naturally it takes time to get promoted and the same is true on pay rise. Hence, the system is unpopular among foreign workers. There is an anecdote that the late Singapore Prime Minister Lee Kuan Yew told his citizens". In Japan, even Eisaku Sato who became the Prime Minister later had started from a ticket puncher when he had joined the Japan national railways." Each country has their own culture and each company also has their own corporate culture. Within that context, it seems to be very important things for the foreign worker issues to understand each other's differences and to find a better way with each other.

Questions:

1. What are the major demographic factors affecting Japan's labour market?
2. What are the solutions contemplated by the Japanese Government?
3. What are the implications of the problem outlined in the above case and the proposed solution for the Japanese employers?
4. What are your views on the proposed strategy by the government of Japan

*****END*****

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

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MARCH 2021

CORPORATE TAX PLANNING

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) Write a short notes on (A) Agriculture income (B) Person (c) previous year 10M

OR

Q.1(B) Andy, a British national, comes to India for the first time during 2014-15. During the financial years 2014-15, 2015-16, 2016-17, 2017-18 and 2018-19, he was in India for 55 days, 60 days, 80 days, 160 days and 70 days respectively. Determine his residential status for the assessment year 2019-20. 10M

Q.2(A) Uttar and Dakshin, partners of PP Traders, furnishes the following details for the year ended 31 March, 2020. 10M

Particulars	Amount (in Rs)	Particulars	Amount (in Rs)
Bonus paid to employee	50000	Gross Profit	10,00,000
Interest on loan taken from bank	45000	Interest on drawings Uttar	2000
Other expenses	40000	Interest on drawings Dakshin	3000
Salary to Uttar	244000		
Salary to Dakshin	488000		
Interest on capital@15% Uttar	4500		
Interest on capital@15% Dakashin	6000		
Depreciation	40000		
Net profit	87500		
	10,05,000		10,05,000

Additional information

1. Depreciation for the year allowed u/s 32 is Rs 30,000
2. During the last year, firm has incurred loss of Rs 8,50,000 (which includes unabsorbed depreciation of Rs 50,000)
3. Interest on loan taken from bank is yet to be paid,

Compute total income of the firm.

OR

Q.2(B) Classify the Basic Principles Governing Allowance of Deduction U/S 30 to 44 DA in detail. 10M

Q.3(A) Mr. Anand has purchased a house property as on 17/08/2002 for Rs 5,00,000. On 1/05/2004, he constructed a new floor on the same house at a cost of Rs 2,50,000. On 1/10/2018, he sold such house for Rs 18,00,000 and incurred brokerage @ 2% for arranging customer. Compute capital gain 10M

OR

Q.3(B) Illustrate in detail the provision of set-off and carry forward of losses. 10M

Q.4(A) "Tax planning is an essential part of your financial planning." Elucidate in the light of the above statement. 10M

OR

Q.4(B) How is capital structure decision of a firm influenced by tax planning? 10M

Q.5(A) Elucidate upon the Corporate Tax Planning considerations in respect of employees remuneration and mergers 10M

OR

Q.5(B) Elaborate the provisions of Deduction u/s 80IAC and 80IAB. 10M

Q.6

CASE STUDY

Indian IT Companies

10M

The techies in three major cities - Chennai, Bangalore and Hyderabad are not taking care about financial and tax planning, according to 70 percent of the respondents of the annual tax survey conducted. The survey conducted by Right Horizons, an investment advisory firm, among 1,169 salaried individuals also finds that 82 percent of the respondents do not have any medical insurance and only 13 percent has medical insurance cover provided by their employees, reported The Times of India. As per the survey, 36 percent of the respondents in Chennai do not have any life insurance policies. 20 percent of the employees use PF investments as it is mandatory in many companies.

"Investments under Section 80C earn tax breaks for investors up to a maximum limit of ` 1 lakh. Therefore, it comes as a surprise that more than 75 percent of those surveyed had not fully utilised the limit and many of them actually went on to pay income-tax which could have been saved through better financial or tax planning," the survey said.

The study clearly indicates that traditional investments such as PPF, NSC and life Insurance are still dominating in the investment profile with 58 percent of the respondents have these kinds of investments only. The survey also shows that only 35 percent have equity-linked savings scheme (ELSS) in their tax saving portfolio, while 5 percent respondents had more than 50 percent exposure to mutual funds as part of the 80C investments.

Questions

1. What do you think is the problem with Indian companies with regards to Tax Planning for its employees?
2. What do you think is the reason for dominance of traditional investment techniques rather than other investment avenues for Tax saving?
3. What suggestion would you like to provide them in taking advantage of Tax Planning in light of various Tax saving schemes especially U/S 80C?

END

Hall Ticket No:

Course Code: 18MBAP417

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MARCH 2021

CONSUMER BEHAVIOUR and CRM

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) Consumer behaviour as a field of study examines internal influences on consumption decisions'. Discuss 10 M
- OR**
- Q.1(B) Critically analyze the factors influence consumer behavior. 10 M
-
- Q.2(A) Determine the impact of reference groups on consumer purchase decision making process. 10 M
- OR**
- Q.2(B) Explain Howard Seth Model with suitable examples 10 M
-
- Q.3(A) Explain the types and significance of CRM. 10 M
- OR**
- Q.3(B) Critically examine the advantages and disadvantages of e-CRM. 10 M
-
- Q.4(A) Elaborate different key perspectives of CRM. 10 M
- OR**
- Q.4(B) Write a short notes on 10 M
- a) Customer Life time value
 - b) Customer Profitability.
-
- Q.5(A) Explain the procedure of measuring customer satisfaction. 10 M
- OR**
- Q.5(B) Explain with some examples of successful organizations in India or Global with respect to customer loyalty. 10 M
-
- Q.6 **Case Study** 10 M
- A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the

attributes that they were looking for. Many would lower their choice, and come back to buy semiautomatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the house-wives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day. They seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

1. Do you feel that group interaction helps the buyer too, in his decision-making process? Elaborate.
2. Analyze the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales?

*****END*****

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – MARCH 2021

HUMAN RESOURCE PLANNING

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)	Describe HRP. Explain the need and importance of HRP.	10M
OR		
Q.1(B)	Describe various approaches to human resources planning.	10M
<hr/>		
Q.2(A)	Evaluate various quantitative tools and techniques of forecasting HR demand.	10M
OR		
Q.2(B)	Detail the process of HR forecasting at Macro level.	10M
<hr/>		
Q.3(A)	Estimate the internal and external sources of HR supply.	10M
OR		
Q.3(B)	Describe competency mapping. Explain How to develop competency models from raw data with suitable examples.	10M
<hr/>		
Q.4(A)	Demonstrate how to manage the shortage in organizational Human resources.	10M
OR		
Q.4(B)	Elucidate different methods to handle HR surplus.	10M
<hr/>		
Q.5(A)	Discuss the importance of HR audit in Human Resource planning.	10M
OR		
Q.5(B)	Describe HR accounting. Explain its implications in HRP.	10M
<hr/>		
Q.6	CASE STUDY	10M

W-Shop is a retail company part of a very popular brand and is doing well in a new city they entered two years ago and have a plan to start one more retail outlet in another location of the same city. The size of the new unit will be identical to the existing one. The space has been located and leasing agreements signed. The launch date was planned as July 1st and today is March 23rd.

If you were outsourced for the HR planning activity and provided with access to interact with the team in the city to come up with a time bound HR plan for the new outlet in the forthcoming two years.

If you are able to identify ways to make the new outlet more profitable than the existing one in six months from the launch date, the company would sign up a two year contract with you to assist with planning all the future outlets in any other city they venture to.

Question:

So assume you were outsourced by the company and give HR plan for the new outlet.

*****END*****

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

INTERNATIONAL FINANCIAL MANAGEMENT

Time: 3Hrs

Max Marks: 60

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

Q.1(A)	Explain in detail about International Fisher Effect along with suitable example.	10M
OR		
Q.1(B)	Write detailed notes on (i) fixed and floating exchange rates (ii) Balance of Payments.	10M
<hr/>		
Q.2(A)	Define Foreign exchange market along with its functions.	10M
OR		
Q.2(B)	What do you mean by Spot and Forward Markets in forex trading?	10M
<hr/>		
Q.3(A)	Write about Economic and Foreign Currency Exposure? Illustrate with suitable examples.	10M
OR		
Q.3(B)	What do you mean by Translation Exposure? Elaborate in detail on the methods of translation exposure?	10M
<hr/>		
Q.4(A)	Discuss in detail about the role of IBRD for eradicating poverty.	10M
OR		
Q.4(B)	Discuss about IMF and its functions in detail.	10M
<hr/>		
Q.5(A)	What is Capital budgeting? What factors need to consider for effective capital budgeting for foreign Projects?	10M
OR		
Q.5(B)	What are the methods of raising capital in International Finance?	10M
<hr/>		
Q.6	CASE STUDY	10M

Latvia has become the second European Union country to seek the International Monetary Fund's (IMF) help to stabilize its financial system. It is also asking for help from the European Union. The Latvian Prime Minister said the sum needed would be decided by talks with the IMF and EU. Latvia has fallen into recession and recently nationalized the country's second largest bank.

The government invested \$ 353 m into the parex bank to help it survive after a run on its deposits. It also offered \$ 877 m in guarantees to its creditors. Latvia's economy, which grew by 50% between 2004 & 2007, Shrank 4.2% in the third quarter of this year, the sharpest economic contraction in the European Union. The Latvian Government has already started talks with the European Commission, the executive branch of the EU, on a possible rescue package for its economy. The IMF has said it has \$ 200 bn set aside to help out countries facing turmoil because of the current global financial crisis. It has also said it expects to provide help for

some 24 countries.

Questions :

- 1) What measures can the European Union take in order to undo the economic contraction?
- 2) What is the role of IMF towards the countries that have fallen into recession?
- 3) In what ways can Latvia use the financial aid from IMF to stabilize its financial system?

*****END*****

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

LOGISTICS AND SUPPLY CHAIN 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)	Discuss the various decision phases in a supply chain.	10M
OR		
Q.1(B)	What are the typical decisions for strategic, tactical and operative SCM.	10M
Q.2(A)	Discuss the various options for a distribution network design that arise by differentiating customers into different categories.	10M
OR		
Q.2(B)	What is the general purpose of a supply chain network design?	10M
Q.3(A)	Explain the various levels in demand forecast.	10M
OR		
Q.3(B)	How does the forecast error affect the choice of statistical forecast methods?	10M
Q.4(A)	Give an overview of possible replenishment strategies looking at order quantities and replenishment cycles.	10M
OR		
Q.4(B)	What is safety stock? What are the different types of safety stock.	10M
Q.5(A)	Compare the various modes of transport and discuss which one is the best. Can we identify the best solution.	10M
OR		
Q.5(B)	Discuss the outsourcing? Explain briefly Third Party Logistics and Fourth Party Logistics.	10M
Q.6	CASE STUDY	10M

From Bean to Cup-The Supply Chain of Starbucks

The Starbucks Corporation operates over 16,000 stores serving 50 million customers in 51 countries each week. All the products offered need to be sourced from all over the world.

Starbucks spends US\$ 600 million US\$ annually for purchasing coffee and US\$ 2.5 billion on other product categories such as dairy products, baked goods, store furniture and paper goods. It focuses on the minimization of total end-to-end supply chain cost. Going against the trend to outsource supply chain activities, Starbucks favors insourcing its activities. Today it operates four coffee facilities in the USA, one plant in the Netherlands and a tea processing plant in the USA.

In order to save costs and increase service, Starbucks streamlined their weekly 80,000 deliveries into one logistics concept. For this, Starbucks operates five distribution centers in the USA and uses three distribution centers that are run

by logistics service providers. Furthermore, it runs a company-owned network of smaller distribution centers in the USA, Europe, Asia/Pacific and Canada.

As coffee is a difficult product to be shipped, safety in operations is a major issue. Besides that, Starbucks focuses on the minimization of total end-to-end supply chain cost.

Questions for Discussion

1. What do you understand by one logistics concept as practiced by Starbucks?
2. Discuss the product distribution in the supply chain used by Starbucks.

*****END*****

Hall Ticket No:

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

Course Code: 18MBAP412

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021
INDUSTRIAL RELATIONS AND LABOUR LEGISLATION

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) Describe Industrial Relations. Assess the role of Dunlop's Industrial Relations system approach in IR. 10M
- OR**
- Q.1(B) Evaluate the objectives and scope of industrial relations. 10M
-
- Q.2(A) Evaluate the methods for settlement of industrial disputes under industrial dispute act,1947. 10M
- OR**
- Q.2(B) Analyze the functions of trade unions in establishing harmonious industrial relations. 10M
-
- Q.3(A) Assess the objectives, scope and growth of labour legislation in India. 10M
- OR**
- Q.3(B) Evaluate the objectives of the factories act, 1948. 10M
-
- Q.4(A) Assess the equal remuneration act, 1976 by discussing different sections of the act. 10M
- OR**
- Q.4(B) Evaluate the payment of bonus act, 1965 through its objectives and various vital sections. 10M
-
- Q.5(A) Evaluate the five levels of workers' participation in management. 10M
- OR**
- Q.5(B) Explain the conventions and recommendations of international labour organization. 10M
-
- Q.6 **CASE STUDY** 10M
- In February 2001, India's largest public sector bank (PSB), the State Bank of India (SBI) faced severe opposition from its employees over a Voluntary Retirement Scheme (VRS). A report stated that the Indian banking industry was overstaffed by 35%. In order to trim the workforce and reduce staff cost, the Government announced that it would be reducing its manpower. Following this, the Indian Banks Association (IBA) formulated a VRS package for the Public Sector Banks, which was approved by the Finance ministry.
- Though SBI promoted the VRS as a 'Golden Handshake,' its employee unions perceived it to be a retrenchment scheme. They said that the VRS was completely unnecessary, and that the real problem, which plagued the bank were Non Performing Assets. They said it is better to get corporations to pay back loans they

took from the bank. Further, the unions argued that the VRS might force the closure of rural branches due to acute manpower shortage.

This was expected to affect SBI's aim to improve economic conditions by providing necessary financial assistance to rural areas. The unions also alleged that the VRS decision was taken without proper manpower planning. In February 2001, the SBI issued a directive altering the eligibility criteria for VRS for the officers by stating that only those officers who had crossed the age of 55 would be granted VRS. Consequently, applications of around 12,000 officers were rejected. The officers who were denied the chance to opt for the VRS formed an association to oppose this SBI directive. The association claimed that the management was adopting discriminatory policies in granting the VRS.

The group filed cases before High Courts in various parts of the country, challenging SBI's decisions. A delegation of VRS-denied officers even met the Finance Minister and also submitted a memorandum to the SBI management.

Questions.

1. Assess the situation and identify the problem(s) in the case.
2. Provide best possible solutions to the problem(s) present in the case.

*****END*****

Hall Ticket No:

Course Code: 18MBAP406

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

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 role and functions of RBI? 10M

OR

Q.1(B) Explain the elements of financial system, elucidate its role and functions in an economy. 10M

Q.2(A) Explain structure of banking system in India. 10M

OR

Q.2(B) Elaborate concept of mutual funds. Discuss types of mutual funds in detailed. 10M

Q.3(A) What is securities market? Briefly explain its types. 10M

OR

Q.3(B) Explain the role and functions of SEBI. 10M

Q.4(A) Discuss different short term sources of finance. 10M

OR

Q.4(B) Explain in detail about venture capital. 10M

Q.5(A) Discuss about CRISIL and CARE credit rating agencies. 10M

OR

Q.5(B) Explain the role of merchant banker in the IPO process. 10M

Q.6 **CASE STUDY** 10M

The problem before the insurance regulatory and development authority (IRDA), in some ways is unique. Unlike the SEBI and even the telecom regulatory authority, which inherited up and running businesses, the IRDA is presiding over an unborn industry. IRDA has not only to regulate the insurance industry but also, at least in the initial phases act as midwife. It is therefore welcome that IRDA regulatory will work towards creating an environment that generates confidence among potential policyholder. And for this, what IRDA is ensuring that the insurance companies have enough money to pay for any redemption or withdrawal. They should be perceived as safe as bank.

Already, several Indian companies have plans to enter into the insurance sector and a dozen companies have tied-up with foreign partners. Further, as foreign players enter the market, one of the officials points out that equally tie-up would be better than technical collaborations. Further the entry of these foreign players will also lead to greater qualities in the products offered. This will also call for some-re-orientation of strategies for the existing players -the LIC and GIC.

Questions:

1. The insurance regulation will work towards creating an environment that generates confidence among potential policyholders. Why are these needs for creating such an environment? What measures has the IRDA takes in this regard.
2. What strategies do you recommend to a new private sector insurers?

END

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations –March 2021**BRAND 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)	Discuss the challenges and opportunities of branding in Indian context.	10M
OR		
Q.1(B)	Analyze the global branding strategies.	10M
Q.2(A)	Discuss the elements of Brand identity with suitable examples.	10M
OR		
Q.2(B)	Define brand image? How brand image can be created and sustained?	10M
Q.3(A)	Explain brand equity using Keller's approach.	10M
OR		
Q.3(B)	What is Brand positioning? How would you develop positioning statement for brands?	10M
Q.4(A)	Elucidate brand extension methods and enlist their merits and demerits.	10M
OR		
Q.4(B)	Critically evaluate the reasons for re-branding and re-launching a brand.	10M
Q.5(A)	Celebrity endorsement influence consumers. Justify with an example.	10M
OR		
Q.5(B)	As a brand manager how would you measure and interpret the performance of brands?	10M
Q.6	Case Study	10M

Allen Solly, one of the top names in men's formal wear, has a very clear-cut message for its target audience - 'dress differently'. Allen Solly ad campaigning's are equally distributed in print as well as electronic media. The print media has sold Allen Solly as new age brand of relaxed office formal wear. The model of the ad is chosen to project cool, collected and aimed in life. A person with a style of his own. Someone who defies the age - old tradition of dressing in stereotyped corporate conformity.

The next step of Allen Solly was to propagate the same message through television ad. O&M was hired for this message to be telecast - "What you wear is what you believe - be a non-confirmist." If you do so, you will not only be appreciated but will be followed by others. The visual effect was created accordingly. The railway station bears a grey dull look, yet sophisticated (representing the mechanically working corporate world). The train stops, the doors open and then suddenly the hero in flashy yellow shirt with a maroon tie walks towards the train. He walks with his coat flung on the shoulder. The compartment door opens, compartment filled with sombre faces dressed in monochromatic colour. As the hero sits people crane out their neck to get a glimpse of the man, as the hero crosses his legs, everyone else does so the message - Allen Solly

man is copied by everybody. Every action of the man is copied. Next shot (presumably) the next day the hero is again dressed in red shirt and yellow tie enters (cool as usual), the compartment is filled with the same people, but, all in yellow shirt and maroon tie. The message is complete, make people follow you in the matter of dressing.

The ad, which has become a great success, was shot in an old British styled railway station in Sydney. It was of about 50 second's duration. But, in these 50 seconds nearly 75 shots were shown, bringing in high pace in the film along with fleeting images in the background. Most part of the ad is shot on "shallow depth of field" as against wide angle view, which brings in blurred view leaving to viewer's imagination. Along with this is the greenish tinge in the film bringing in a futuristic appeal. All these were done with one idea to be put across be bold but, relaxed, you become the leader. The ad has been successful in passing on the message.

QUESTIONS

1. Describe the 'appeal' of the Allen Solly ad. Is it a rational approach or emotional approach?
2. What effect do you think the 'background effect' in the ad communicates to the viewers in creating a brand personality?

*****END*****

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

MBAII Year I Semester (R18) Regular & Supplementary End Semester Examinations –March 2021
ORGANISATIONAL CHANGE & DEVELOPMENT

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) Mention the three stages of changes indicated by Kurt Lewin in change process. Explain each one of them? 10M
- OR**
- Q.1(B) Discuss the reasons for resistance of people towards change? Analyze the six-Box Organizational model for the effective management of resistance to change. 10M
-
- Q.2(A) Explain the different types of strategies for successful management of change? 10M
- OR**
- Q.2(B) Critically evaluate the traits and role of internal and external change agents in organizational change management. 10M
-
- Q.3(A) Explain the characteristics, assumptions and beliefs of organization development? 10M
- OR**
- Q.3(B) Discuss the role of organization development in organizational improvement. What are its various limitations? 10M
-
- Q.4(A) Explain process consultation approach of OD? Discuss the role of consultant in this process. 10M
- OR**
- Q.4(B) Define Action research? Evaluate different Action research models for OD. 10M
-
- Q.5(A) Describe the contributions of Structural interventions for OD? 10M
- OR**
- Q.5(B) Explain the meaning and nature of OD interventions. How do classify OD interventions? 10M
-
- Q.6 **Case Study** 10M

Mr. Kamal Nayan joined as Office Manager, Industrial Products Limited, Mumbai, after coming back from the USA from where he got his M.B.A. degree with specialization in personnel management. He was young and energetic and believed in results. Before proceeding to the USA, he had several years of experience in India in different capacities. When Mr. Nayan joined Industrial Products Limited, its office time was 10.30 a.m. to 5.30 p.m. He felt that the timing should be changed to 10.00 to 5.00 p.m. because he knew that office personnel in the USA did not work after

5.00 p.m. He thought this to be true for India also and to ensure more availability of effective time for office, he changed it to 10.00 a.m. to 5.00 p.m. He announced the change officially.

No one reacted initially but after two days, Mr. Nayan received a written memorandum by all office personnel that old office timing be restored. Mr. Nayan did not yield to this demand. However, he was convinced that the first step was to build cooperative spirit among his employees through informal get-together. Therefore, he prepared a scheme of having monthly dinner party of all members of the office. In the party, all members were to bring their home-made dishes. Their wives and children were to be encouraged to attend the monthly dinner party. The scheme was announced through placing it on the information bulletin of the company. The notice also invited suggestions from the members for making the scheme successful. Two weeks elapsed and no suggestion came. On one occasion when the day was nearing for the first dinner meeting, he overheard the following conversation between two of his office members:

First employee: "So, what are you bringing for the party? As for myself, I will bring Bhelpuri."

Second employee: "I will bring Chana." (Both laughed)

Mr. Nayan felt that nobody seemed to be concerned in his scheme.

Questions

1. What were the reasons for not supporting the actions of Mr. Kamal Nayan by his employees?
2. Advise Mr. Kamal Nayan how he should proceed in the matter.

*****END*****

Hall Ticket No:

Course Code: 18MBAP401

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021

SECURITY ANALYSIS AND PORTFOLIO 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) Describe the different objectives of financial investment. 10M

OR

Q.1(B) Briefly explain about stock exchanges in India. 10M

Q.2(A) How does the systematic risk and unsystematic risk affect the individual stock returns? 10M

OR

Q.2(B) A Bond par value is Rs 100000. Interest rate is 12 per cent, and now it is currently sold for 90000 and matures in 8 years with a maturity value of Rs 110000. Calculate Yield to Maturity (YTM) by using trial and error method 10M

Q.3(A) What is technical analysis? What are the various theories in technical analysis? 10M

OR

Q.3(B) Write an essay on fundamental analysis of stocks in India. 10M

Q.4(A) What is portfolio management? Explain the models of portfolio management 10M

OR

Q.4(B) The below data results from correlating returns on three stocks versus return on a market Index 10M

Stock	Alpha	Beta	e^2
MNO	-0.05	1.6	0.04
LMN	0.08	-0.3	0.00
PQR	0.00	1.1	0.10

Which single stock would you prefer to own from risk-return view point when the market index is expected to have a return of 0.10 and variance of market return is 0.08.

Q.5(A) How do you judge a fund's performance through Sharpe and Treynor's methods 10M

OR

Q.5(B) Information regarding two mutual funds and a market index are given below: 10M

Fund	Return (per cent)	SD (per cent)	Beta
Gold	7	15	0.72
Platinum	16	35	1.33
Market Index	10	24	1.00

Assuming the risk-free return as 5 per cent, Rank the two funds using sharpe ratio, jensens measure and treynors measure.

Q.6 Case Study 10M

You are a financial advisor; construct a portfolio with proportionate of 50: 50 and 60: 40 weights and comment. Calculate a) Individual return b) Individual Risk c) Covariance d) Correlation e) Portfolio return f) Portfolio risk.

Probability	Security A	Security B
0.4	12	22
0.3	18	20
0.3	20	15

END

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

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021
DIGITAL MARKETING

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 are the factors influence website functioning?	10M
OR		
Q.1(B)	Digital marketing is growing at a rapid pace in the 21 st century? Justify the statement with reasons.	10M
<hr/>		
Q.2(A)	Identify various types of online advertising and illustrate with examples.	10M
OR		
Q.2(B)	Describe Meta tags best practices with the examples.	10M
<hr/>		
Q.3(A)	List out the steps in detail to create a social media business profile with an example	10M
OR		
Q.3(B)	Discuss the ranking guidelines of google ad words with illustration.	10M
<hr/>		
Q.4(A)	Write a note on procedure for creating a Youtube channel.	10M
OR		
Q.4(B)	Discuss the importance of Facebook analytics in digital marketing.	10M
<hr/>		
Q.5(A)	Describe the best practices of online communication with an example.	10M
OR		
Q.5(B)	Discuss the Types of Digital Content Management.	10M
<hr/>		
Q.6	<u>CASE STUDY</u>	10M

E-commerce transactions in India are gaining popularity at a very fast pace majority due to its attributes of ease of shopping, good discounts, social media integration, cash on delivery mode of payment etc. The industry is all set to grow and beat the records considering the recent show of strength of several E-commerce companies of India Inc. in their capability to raise funds as well. Flipkart – one of the leading Indian e-commerce companies headquartered in Bangalore, Karnataka. The overall brand value of Flipkart is good, but it is facing tough competition from its global as well as local competitors. But in India, it is the most superior E-business portal which is aggressively expanding and planting its roots deep into the Indian market and at the same time shifting the mind-set of the people i.e., from going and shopping from physical stores to online stores, which is enormous.

Questions

1. Discuss the initial challenges faced by Flipkart.
2. How Flipkart succeeded in building the trust of online customers?
3. How can social media be used to increase the market share of the brand?

*****END*****

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year I Semester (R18) Regular & Supplementary End Semester Examinations – March 2021**HR ANALYTICS****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 HR Analytics? Elucidate the difference between Traditional HR and Data Driven HR? 10M
- OR
- Q.1(B) Discuss in detail about the leveraging HR Analytics for Organizational Success? 10M
-
- Q.2(A) Evaluate the success of HR service delivery model in resolving employee requests. 10M
- OR
- Q.2(B) Discuss the process how to integrate MS-Excel and Google Spread Sheet? 10M
-
- Q.3(A) Evaluate the role of metric 'employee turnover' in mitigating the risk of losing talent in organizations. 10M
- OR
- Q.3(B) i. Calculate the vacancy cost for vacancy positions in the organization with the below provided data. 5M
Cost of temporary workers is \$ 20,000, of independent directors is \$ 10,000, of temporary outsourcing is \$ 10,000, and of overtime paid to internal employees is \$5000. The cost of wages and benefits not paid to the vacant positions was \$ 30,000. 5M
ii. Explain the concept vacancy cost and its formula.
-
- Q.4(A) i. In an organization, competency of 120 employees were assessed. Out of which it was found that competencies of 80 employees were either acceptable or better. Find out the competency rate for the said group. 5M
ii. Evaluate the ways in which competence can be measured. 5M
- OR
- Q.4(B) Comment on "Performance Reviews and Feedback help employee grow in organization and career". 10M
-
- Q.5(A) Describe the concept Employee Engagement Metric? How do you determine its significance in organization? 10M
- OR
- Q.5(B) i. Assess the human resource metric 'total compensation spend rate' with its formula. 5M
ii. Direct compensation was calculated as \$ 50,000 per annum. Indirect compensation was calculated as \$ 30,000. Further total operating cost was found to be \$120,000. Calculate total compensation spend rate. 5M
-
- Q.6 **Case Study** 10 M
- Harsha and Franklin both of them are postgraduates in management under different streams from the same B-School. Both of them are close to each other from the college days itself and the same friendship is continuing in the organization too as they are placed in the same company, Hy-tech technology solutions. Harsha placed in

the HR department as employee counsellor and Franklin in the finance department as a key finance executive. As per the grade is concerned both are at the same level but when responsibility is concerned Franklin is holding more responsibility being in core finance.

By nature, Harsha is friendly in nature and ready to help the needy. Franklin is silent in nature ready to help if approached personally and always a bit egoistic in nature. They have successfully completed 4 years in the organization. And management is very much satisfied with both of them as they are equally talented and constant performers.

Harsha felt that now a day's Franklin is not like as he uses to be in the past. She noticed some behavioural changes with him. During general conversations, she feels that Franklin is taunting her that she is famous among the employees in the organization, on the other hand, he is not even recognized by fellow employees.

One morning Mr. Mehta General Manager Hy-tech technology solutions shocked while going through the mail received from Franklin about his resignation. Mr. Mehta called Harsha immediately and discussed the same as she is close to Franklin. By hearing the news Harsha got stunned and said that she does not know this before she also revealed here current experience with him. Mr. Mehta who does not want to lose both of them promised her that he will handle this and he won't allow Franklin to resign.

In the afternoon Mr. Metha took Franklin to Canteen to make him comfortable after some general discussion he starts on the issue. Franklin, after some hesitation, opened his thinking in front of Mr. Mehta. The problem of Franklin is

1. when he comes alone to canteen the people from others don't even recognize him but if he accompanied by Harsha he gets well treated by others.
2. one day Both of them entered the company together the security in the gate wished them but the next day when he came alone the same security did not do so.
3. Even in meetings held in the office, the points raised by Harsha will get more value so many times he keeps silent in the meeting.

It happens to Franklin that he has to face such degradation in each day of work which totally disturbs him. Franklin also questioned that " Harsha and myself have the same qualification, from the same institute, passed out in the same year both with first class. We have the same number of experiences in this organization. Moreover, the responsibilities with me are more valuable than those of Harsha. After all these things if I am been ignored or unrecognized by the fellow employees my ego does not allow me to continue here".

By listening to this statement Mr. Mehta felt that it is not going to be very difficult to stop his resignation. Mr. Mehta explained Franklin the reasons for such partial behaviour of the employees.

After listening to Mr. Mehta Franklin said sorry for his reaction and ready to take back his resignation. And he called Harsha and spoke with like before.

Question:

1. Analyze the case and find out the problem in the case.
2. As a HR manager, think about and provide the reasons Mr.Mehta must have given to Franklin to resolve the issue.

END