

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

MBA II Year II Semester (R20) Supplementary End Semester Examinations, February - 2024
ENTREPRENEURSHIP DEVELOPMENT & PROJECT 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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Examine the need for entrepreneurship? What are the barriers in poor entrepreneurship development across the India?	10M	1	2
	OR			
Q.1(B)	Discuss and elaborate the problems, responds to poor growth of women entrepreneurship in India.	10M	1	2
Q.2(A)	Write a brief note upon following: (a) Economic analysis? (b) Market analysis? (c) Technical analysis?	10M	2	2
	OR			
Q.2(B)	Discuss innovation, marketing and financial talents of entrepreneurs? How do those talents build the entrepreneur dynamic performer in today's globalization?	10M	2	3
Q.3(A)	Discuss the role of District Industrial Centre (DIC) and Small Industries Services Institute (SISI) for Entrepreneurship Development?	10M	3	3
	OR			
Q.3(B)	Discuss the role of National Institute of Entrepreneurship and Small Business Development (NIESBUD), for Entrepreneurship Development?	10M	3	3
Q.4(A)	Venture Capital Funding, and Angel Capitalist are the most popular types of finance for a project. Define and list out Advantages and Disadvantages for both.	10M	4	4
	OR			
Q.4(B)	List out various Types of Financing for a Project.	10M	4	3
Q.5(A)	Briefly elucidate how project audit helps in successful implementation of project?	10M	5	3
	OR			
Q.5(B)	Describe the project appraisal? State and discuss the techniques of project appraisal?	10M	5	2
Q.6	Case Study	10M	3	5

Ramu is the young and dynamic entrepreneur. He is contributing towards entrepreneurship of India. He is planning for establishing a new steel organization. Steel organization explores the refined coal for melting the iron ore material, but refined coal aid to preserve the green Indian and fulfill agenda of Prime Minister Modi. Refined coal is the product of the application of a coal-upgrading technology that removes moisture and certain pollutants from lower-rank coals such as sub-

bituminous and lignite (brown) coals and raising their calorific values.

Ramu is leading all the functions of entrepreneur in order to well establish his business ventures. The assets purchasing accompanied vendor evaluation is complex cum complicated task, which decide the journey of fail and success of business in the present entrepreneurship.

Recently Prime Minister Modi has become more concern as to Environmental Protection Policy's (EPP). The aim of EPP is generally addressed by environmental policy include (but are not limited to) air and water pollution, waste management, ecosystem management, biodiversity protection, the protection of natural resources, wildlife and endangered species, and the preservation of these natural resources for future. Ramu has also become more attentive about a GOI's Environmental Protection Policy's (EPP) prior to evaluate the refined coal supplier/partner.

The EPP has clearly instructed Ramu if you produce the level of flue gases 200ton/month, in this case your company would be seized. Because of aforesaid specific reason, he desires to appraise and evaluate its best refined coal supplier/partner under GOI's Environmental Protection Policy's (EPP), so that he can maintain the green (pollution level) as per GOI's Environmental Protection Policy's (EPP). He has shortlisted the name of four coal refinery suppliers for purchasing the coal for own steel plant and want to be the partner of the best coal refinery supplier. Just assume that you are Ramu and leading as entrepreneur in real life situation.

Provide the suggestion of proposing questions.

- 1). Discuss at least ten significant factors, which you would adopt to evaluate the best coal refinery supplier out of fours in real life problem.
- 2). Apart from evaluate the best supplier, what would be the other paths to maintain the minimum pollution in your company.

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Question Paper Code: 20MBAP513

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
(UGC-AUTONOMOUS)
MBA II Year II Semester (R20) Regular End Semester Examinations, February - 2024
CORPORATE SOCIAL RESPONSIBILITY

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.No	Question	Marks	CO	BL
Q.1(A)	Name the three components of CSR	10M	1	1
OR				
Q.1(B)	Compare and contrast the history and evolution of CSR in the Indian and international contexts.	10M	1	3
Q.2(A)	How does CSR impact shareholders and what are their expectations in terms of responsible business practices?	10M	2	5
OR				
Q.2(B)	What are the important factors to consider in terms of human resource management within CSR, specifically regarding labor security and human rights?	10M	2	2
Q.3(A)	Discuss the impact of biodiversity loss, climate change, and environmental degradation on business operations and sustainability.	10M	3	2
OR				
Q.3(B)	What are the potential consequences for businesses that fail to comply with environmental regulations?	10M	3	2
Q.4(A)	List out some specific factors that can pose challenges to the implementation of CSR initiatives?	10M	4	2
OR				
Q.4(B)	Explain the advantages and positive impacts of CSR on businesses.	10M	4	2
Q.5(A)	Name some international standards and codes related to CSR mentioned in the syllabus.	10M	5	2
OR				
Q.5(B)	What are the key components and principles of ISO 26000, an international standard related to CSR?	10M	5	2
Q.6	CASE STUDY	10M	5	5
	Unilever's Sustainable Living Plan is a comprehensive CSR initiative that encompasses various goals aimed at reducing environmental impact and promoting social and economic progress. The plan includes initiatives related to sustainable sourcing, waste reduction, and improving hygiene and nutrition worldwide.			
	Unilever's Sustainable Living Plan focuses on sustainable sourcing of raw materials, aiming to ensure that the company's supply chains are responsible and environmentally friendly. This includes initiatives such as promoting sustainable agricultural practices, supporting smallholder farmers, and eliminating			

deforestation from their supply chains. Unilever has committed to sourcing 100% of its agricultural raw materials sustainably by 2023. The plan also emphasizes waste reduction and sustainable packaging. Unilever has set targets to reduce waste associated with its products, promote recycling, and reuse, and increase the use of recyclable materials in packaging. The company aims to achieve zero waste to landfill from its factories and to use 100% reusable, recyclable, or compostable plastic packaging by 2025. In addition to environmental goals, Unilever's Sustainable Living Plan focuses on improving hygiene and nutrition worldwide. The company aims to reach millions of people with programs that promote hand washing, sanitation, and access to clean water. Unilever also commits to improving the nutritional content of its products and providing healthier choices to consumers.

Answer the Questions:

1. How does Unilever's Sustainable Living Plan contribute to the reduction of the company's environmental impact? Provide specific examples of sustainable sourcing and waste reduction initiatives implemented by Unilever.
2. In what ways does Unilever's Sustainable Living Plan address social and economic conditions? Discuss the initiatives related to hygiene, nutrition, and supporting smallholder farmers, and their potential impact on communities and livelihoods.

*****END*****

Required:

(a) What is the market value of each Company before merger?

(b) Assume that the management of Asiatic Lion Ltd. estimates that the shareholders of Pacific Cheetah Ltd will accept an offer of one share of Asiatic Lion Ltd. for four shares of Pacific Cheetah Ltd. If there are no synergic effects, what is the market value of the Post merger Asiatic Lion Ltd.? What is the new price per share? Are the shareholders of Asiatic Lion Ltd., better or worse off than they were before the merger?

(c) Due to synergic effects, the management of Asiatic Lion Ltd. estimates that the earnings will increase by 20%. What is the new post merger EPS and price per share? Will the shareholders be better off or worse off than before the merger?

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Question Paper Code: 20MBAP418

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE
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MBA II Year II Semester (R20) Supplementary End Semester Examinations, February - 2024
ADVERTISEMENT AND SALES 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 A or B only. Q.no 6 which is a case study is compulsory.

Q.No	Question	Marks	CO	BL
Q.1(A)	Explain the functions of advertising and their contribution to the company with relevant examples.	10M	1	2
OR				
Q.1(B)	Differentiate between the various types of advertising and evaluate the effectiveness of each type in reaching specific target markets.	10M	1	2
Q.2(A)	Explore the methods used to test ad copy effectiveness and evaluate the benefits and limitations of each method.	10M	2	4
OR				
Q.2(B)	Discuss the importance of visualization in ad layout. Explain how the visual elements contribute to the overall impact of the advertisement.	10M	2	3
Q.3(A)	Explain the concept of media objectives and their significance in the development of an effective advertising campaign.	10M	3	2
OR				
Q.3(B)	Identify different measures of media cost efficiency. Discuss how these measures help advertisers evaluate the cost-effectiveness.	10M	3	2
Q.4(A)	Discuss the stages involved in evaluating advertising effectiveness and explain the importance of each stage in measuring the impact of advertising.	10M	4	3
OR				
Q.4(B)	Explain the role of advertising agencies in the advertising process. Discuss their responsibilities in creating and executing advertising campaigns.	10M	4	3
Q.5(A)	Identify different types of sales promotion techniques and discuss how they influence purchasing behavior.	10M	5	3
OR				
Q.5(B)	Analyze the legal aspects of advertising and sales promotion. Discuss the regulations and laws that govern promotional activities.	10M	5	4
Q.6	<u>CASE STUDY</u>	10M	5	5

Starbucks Becomes a Public Company Starbucks Corporation is an international coffee company and coffeehouse chain based in Seattle, Washington. Starbucks is the largest coffeehouse company in the world. Product Line Starbucks stores offered a choice of regular or decaffeinated coffee beverages, a special "coffee of the day," and a broad selection of Italian style espresso drinks.

In addition, customers could choose from a wide selection of fresh

roasted whole-bean coffees (which could be ground on the premises and carried home in distinctive packages), a selection of fresh pastries and other food items, sodas, juices, teas, and coffee-related hardware and equipment.

In 1997, the company introduced its Starbucks Barista home espresso machine featuring a new porta filter system that accommodated both ground coffee and Starbucks' new ready-to-use espresso pods. Power Frappuccino – a version of the company's popular Frappuccino blended beverage, packed with protein, carbohydrates, and vitamins – was tested in several markets during 1997; another promising new product being tested for possible rollout in 1998 was Chai Tea Lattè, a combination of black tea, exotic spices, honey, and milk.

In recent years, the company began selling special jazz and blues CDs, which in some cases were special compilations that had been put together for Starbucks to use as store background music. The idea for selling the CDs originated with a Starbucks store manager who had worked in the music industry and selected the new "tape of the month" Starbucks played as background in its stores.

The company was constantly engaged in efforts to develop new ideas, new products, and new experiences for customers that belonged exclusively to Starbucks. Schultz and other senior executives drummed in the importance of always being open to re-inventing the Starbucks experience.

Starbucks entered into fixed-price purchase commitments in order to secure an adequate supply of quality green coffee beans and to limit its exposure to fluctuating coffee prices in upcoming periods. When satisfactory fixed-price commitments were not available, the company purchased coffee futures contracts to provide price protection.

Questions:

- i. What is the product line of Starbucks?
- ii. Elucidate the promotional strategies of Starbucks.

END

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MBA II Year II Semester (R20) Regular End Semester Examinations, February - 2024

DATA MINING FOR BUSINESS DECISIONS

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.No	Question	Marks	CO	BL
Q.1(A)	Write 5 examples of business tasks where data mining tools can be used effectively and explain how it can be done. (Hints: for example, detection of credit card fraud).	10M	1	3
OR				
Q.1(B)	Why you need to analyze business data? Explain how data mining techniques help in analyzing business data to extract important information.	10M	1	3
Q.2(A)		10M	2	3

ID	A	B	C	Class
1	0	0	0	+
2	0	0	1	+
3	0	1	0	+
4	0	1	1	--
5	1	0	0	+
6	1	0	0	+
7	1	1	0	--
8	1	0	1	+
9	1	1	0	--
10	1	1	0	--

Design (you may randomly choose an attribute for splitting) a decision tree classifier with the training samples shown in the above table.

OR

Q.2(B)	Define supervised classification and unsupervised classification. Write in details the design of a decision tree classifier with the help of a set of training samples.	10M	2	3
Q.3(A)	In the following samples, X1 and X2 are the attributes and Y is the class. Use the first 6 samples as training samples for a kNN classifier with k = 3. Calculate the class (Bad or Good) of the 7th test sample.	10M	3	3

ID	X1	X2	Y
1	7	7	Bad
2	7	4	Bad
3	7	5	Bad
4	3	0	Good
5	3	1	Good
6	3	2	Good
7	5	5	?

OR

Q.3(B) State Bayes' theorem. Calculate the following conditional probabilities with reference to the sample points in the table in Q2(A).
 $P(A=0/+)$, $P(A=1/--)$, $P(B=0/+)$, $P(C=1/--)$ 10M 3 3

Q.4(A) What is the importance of dimensionality reduction for data mining? Explain in details multidimensional scaling. 10M 4 3

OR

Q.4(B) What is the difference between supervised classification and clustering? Tell the name of the two types of hierarchical clustering. What is dendrogram? Define with an example and a diagram. 10M 4 3

Q.5(A) There are two series of index numbers P for price index and S for stock of the commodity. The mean and standard deviation of P are 100 and 8 and of S are 103 and 4 respectively. The correlation coefficient between the two series is 0.4. With these data obtain the regression lines of P on S. 10M 5 3

OR

Q.5(B) What is the difference between simple linear regression and multiple linear regression? Example in detail with an example of each case. 10M 5 3

Q.6 **CASE STUDY** 10M 5 4
You are the owner of a shop selling health and beauty products. Explain how you use regression analysis to predict the profit of your shop from past data.
What will be your independent variables and the dependent variable?

*****END*****