

**Code No: R17MBA21**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**  
**Strategic Management**  
**(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1** Explain the basic elements of strategic management process **[14M]**

OR

- 2** Explain the elements of Porter's 5-forces model with reference to small car industry in India. **[14M]**

**SECTION-II**

- 3** Discuss Competitive rivalry model with suitable example. **[14M]**

OR

- 4** Discuss Porter's two generic competitive strategies with suitable example. **[14M]**

**SECTION-III**

- 5** Discuss the advantages and disadvantages of **[7M]**  
**A)** Mergers and acquisitions **[7M]**  
**B)** Joint ventures

OR

- 6** **A)** Explain the reasons for diversification. **[7M]**  
**B)** Discuss different types of diversification with examples. **[7M]**

**SECTION-IV**

- 7** What is globalisation? Discuss the opportunities and risks in global expansion of business. **[14M]**

OR

- 8** Discuss the merits and demerits of international strategies. **[14M]**

**SECTION-V**

- 9** **A)** Organisation structure plays important role for effective implementation of strategy. Discuss. **[7M]**  
**B)** Explain functional and SBU structures of an organisation **[7M]**

OR

- 10** Explain the major tasks of strategic leaders in organisations with examples of recent strategies in telecom, two wheeler and aviation industries. **[14M]**

Code No: **R17MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Strategic Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*\*\*****SECTION-I**

- 1 What is external environment? Explain the factors in external environment for strategic management. [14M]

**OR**

- 2 Discuss the factors in internal environment of an organization for strategy formulation. [14M]

**SECTION-II**

- 3 Explain the strategy formulation at strategic business unit level.. [14M]

**OR**

- 4 Analyse the competition in telecom and soap markets and recommend strategies to Airtel and Santoor (WIPRO) to retain their market share. [14M]

**SECTION-III**

- 5 Discuss the merits and demerits of Idea-Vodafone merger, for each of these companies. [14M]

**OR**

- 6 Discuss the advantages and disadvantages of diversification and explain the different types. [14M]

**SECTION-IV**

- 7 Discuss and evaluate any four strategic decisions related to international entry methods. [14M]

**OR**

- 8 What is strategic alliance? Discuss different types of strategic alliances. [14M]

**SECTION-V**

- 9 Why is organisational structure important and how does it can be a competitive advantage? [14M]

**OR**

- 10 Discuss the importance of corporate culture in implementing strategy. [14M]

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Code No: **R18MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Strategic Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain external factors of strategic management. [14M]

OR

- 2 a) SWOT Analysis [14M]  
b) Goal  
c) What is Vision

**SECTION-II**

- 3 Discuss factors affecting the likelihood a competitor will take competitive actions. [14M]

OR

- 4 Identify the five competitive forces and explain how they determine an industry's profit potential. [14M]

**SECTION-III**

- 5 Describe seven problems that work against developing a competitive advantage using an acquisition strategy. [14M]

OR

- 6 Explain the short- and long-term outcomes of the different types of corporate strategies. [14M]

**SECTION-IV**

- 7 Describe the 21st-century competitive landscape and explain how globalization and technological changes shape it. [14M]

OR

- 8 Explain the International barriers for business process. [14M]

**SECTION-V**

- 9 Define strategic leadership and describe top-level managers' importance as a resource. [14M]

OR

- 10 Describe the importance of entrepreneurial opportunities, innovation and entrepreneurial capabilities [14M]

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Code No: R18MBA22

**R18**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Autonomous Institution – UGC, Govt. of India)**

**M.B.A II-Year - I Semester Regular Examinations, November-2019**

**Research Methodology**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Discuss in detail the various steps involved in the research process and explain your research work in this sequence. [14M]

OR

- 2 What do you mean by formulating a Research Problem and how can you identify the Research Problem [14M]

**SECTION-II**

- 3 Explain the research perspective guiding quantitative and qualitative research. Do you see any conflict among these research perspectives? [14M]

OR

- 4 Explain the term 'Research design' and design types. Also explain the research design suitable for your study with justification. [14M]

**SECTION-III**

- 5 Discuss different methods of collecting data? Discuss various data collection methods of primary data and secondary data. [14M]

OR

- 6 Discuss in detail various sampling methods and its techniques [14M]

**SECTION-IV**

- 7 Discuss in detail various types of measurements and also write errors in measurement. [14M]

OR

- 8 Discuss in detail various types of scaling techniques with suitable examples. [14M]

**SECTION-V**

- 9 Review of Literature enables in framing a research hypothesis, would you agree with this statement. Discuss in detail various steps involved in hypothesis testing. [14M]

OR

**10** What is Report Writing? Explain the steps of Writing the Report.

**[14M]**

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**Research Methodology****(MBA)**

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**Time: 3 hours****Max. Marks: 70**

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**SECTION-I**

- 1
  - a. How do you evolve Research design for Exploratory research? Briefly analyze. [7M]
  - b. Discuss the various sampling methods in detail. Define ethics in Business Research [7M]

OR

- 2
  - a. Explain the scope of conducting Research. [6M]
  - b. Distinguish between i) Basic Research and Applied Research. [8M]  
 ii) 'Census survey' and 'Sample Survey'

**SECTION-II**

- 3
  - a. What is Research design? Explain its meaning and Significance. [7M]
  - b. What is the importance of Research design? [7M]

OR

- 4
  - a. Distinguish between Exploratory and Descriptive Research. [7M]
  - b. Describe in detail the qualitative and quantitative Research. [7M]

**SECTION-III**

- 5
  - a. What are the various methods of primary and secondary data ? Discuss why these are necessary? [8M]
  - b. Define questionnaire. Design a good questionnaire in an appropriate form. [6M]

OR

- 6
  - a. Explain measurement of scales and discuss errors in measurements. [7M]
  - b. Describe comparative and non-comparative scaling techniques. [7M]

**SECTION-IV**

- 7
  - a. Why measurement is an important tool and technique for Research Methodology? Explain. [8M]
  - b. What are the two important criteria for ascertaining whether the developed scale is good? [6M]

OR

- 8
  - a. What are the different methods of measurement? Describe briefly with an example of each. [8M]
  - b. What are the different types of scales? Describe briefly with an example. [6M]

**SECTION-V**

- |           |  |             |
|-----------|--|-------------|
| <b>9</b>  | a. Explain the importance of hypothesis and objectives in reporting writing. | <b>[8M]</b> |
|           | b. Explain the importance of excel and SPSS in reporting writing             | <b>[6M]</b> |
|           | OR   |             |
| <b>10</b> | a. What is the generate format of the report?                                | <b>[7M]</b> |
|           | b. Explain about main body in presentation of Report.                        | <b>[7M]</b> |

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**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**

**R17**

**Research Methodology**  
(MBA)

Roll No									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks

**SECTION-I**

- 1**      a. Explain the important concepts in Research design and different types of Research? **[8M]**  
            b. Define the Research process in detail with various research limitations. **[6M]**

OR

- 2**      a. What is the necessity of formulating a Research problem? Explain. **[7M]**  
            b. Explain the role of research design and types of research design. **[7M]**

**SECTION-II**

- 3**      a. What is experimental design? Explain its meaning and significance. **[8M]**  
            b. What are the criteria of a good research design? **[6M]**

OR

- 4**      a. Briefly explain the qualitative and quantitative variables in a research design. **[8M]**  
            b. Explain Overview of Research design with validity and reliability criteria's. **[6M]**

**SECTION-III**

- 5**      a. What are the various errors in measurements explain briefly. **[6M]**  
            b. Discuss various types of measurements. **[8M]**

OR

- 6**      a. What do you mean by primary data and secondary data? What are the various methods of collecting primary and secondary data? **[6M]**  
            b. Explain sampling methods and its types in detail **[8M]**

**SECTION-IV**

- 7**      a. What are the two important criteria for ascertaining whether the developed scale is good? **[7M]**  
            b. What are the major differences among the Likert and Semantic Differential Scales? **[7M]**

OR

- 8**      a. If you were to develop a Semantic Differential Scale for measuring the image of a foreign bank, outline the steps you would follow. **[6M]**  
            b. What are the different types of scales? Describe briefly with an example. **[8M]**

**SECTION-V**

- 9**      a. Explain about main body in presentation of report. **[7M]**  
            b. Explain the importance of hypothesis and objectives in reporting writing. **[7M]**

OR

**10**

- a. Explain the importance of Excel and SPSS in reporting writing.
- b. What is the generate format of the report?

**[7M]**

**[7M]**

Code No: **R18MBA34****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Security Analysis and Portfolio Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1a)** If the expected returns of two stocks are same, but the standard deviation of the returns differ, which security is to be preferred and why? **[7M]**
- b)** What are Financial Markets and Instruments, how do they support investors and stock markets? **[7M]**

OR

- 2a)** Explain the Economic and Financial meaning of Investment and differentiate between Investor and Speculator . **[7M]**
- b)** If an investor desires diversification should he/she seek Investments that have positive correlation or vice versa-explain your stance. **[7M]**

**SECTION-II**

- 3** What is Efficient Market Hypothesis, differentiate Strong, Semi strong and Weak form hypothesis in its assessment? **[14M]**

OR

- 4a)** Elucidate on Fundamental Analysis. **[7M]**
- b)** What is technical analysis? Explain various charts and patterns to analyze a stock. **[7M]**

**SECTION-III**

- 5** What do you mean by CAPM. Elaborate on the various assumptions of CAPM. **[14M]**

OR

- 6** “Modern Portfolio theory helps in the optimal allocation of global resources” Comment. **[14M]**

**SECTION-IV**

- 7** Define the term Bond. Explain the various Bond Pricing Theorems. **[14M]**

OR

- 8** The Market Price of a bond with maturity of five years is Rs.950/-, its par value is Rs.1000/- and coupon rate is 14%? What is YTM of this bond. **[14M]**

**SECTION-V**

- 9** What is a Mutual Fund? Explain different types of Mutual Funds issued in Indian Markets. **[14M]**

OR

- 10** What is the difference between Sharpe’s and Treynor’s model of Portfolio performance? Discuss. **[14M]**

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R17

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**M.B.A II-Year - I Semester supplementary Examinations, June-2019**  
**Security Analysis and Portfolio Management**  
(MBA)

Roll No									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

SECTION-I

- Q. No. 1 a) What are the investors objectives in investing his funds in the stock market? [7M]  
b) Explain the EVA model. [7M]

**OR**

- Q. No. 2 a) Explain the process of investment undertaken by the investors. [14M]

SECTION-II

- Q. No. 3 a) Explain in detail moving average method of Technical analysis in bull and bear market.[7M]  
b) What are the three forms of market efficiency? State their implications. [7M]

**OR**

- Q. No. 4 What is meant by fundamental analysis? Critically evaluate fundamental analysis with technical analysis. [14M]

SECTION-III

- Q. No. 5 a) Describe the procedure developed by markowitz for choosing the optimal portfolio of risky assets. [7M]  
b) State the relationship between covariance and correlation. [7M]

**OR**

- Q. No.6 Stock P and Q have yielded the following returns for the past two years [14M]

Years	Return	%
	<b>P</b>	<b>Q</b>
2017	10	12
2018	16	10

- a) What is the expected return on the portfolio made up of 60% of P and 40% of Q  
b) Find out the standard deviation of each stock  
c) What is the covariance and coefficient of correlation between stock P and Q  
d) What is the portfolio risk of a portfolio made-up of 60% of P and 40% of Q?

SECTION-IV

- Q. No. 7 a) A 10 percent coupon bond has a maturity of 12 years . It pays interest semi-annually. Its yield to maturity is four percent per half year period. What is bond duration. [7M]  
b) A Rs 100 par value bond, bearing a coupon rate of 11% will mature after five years. What is the value of the bond, if the discount rate is 15%. [7M]

**OR**

- Q. No. 8 a) The following information is available on a bond: face value Rs 100, Coupon rate 12%. Payable annually, years to maturity 6, current market price Rs 110. What is the duration of the bond? Use the appropriate formula for calculating the yield to maturity. [7M]  
b) Explain bond pricing theorems in detail. [7M]

**SECTION-V**

- Q. No. 9 a) Explain the Jensen index of portfolio performance. [7M]  
b) What is an exchange traded fund? How it is structured. [7M]

**OR**

- Q. No. 10 a) Give an account of the various types of mutual funds available in the Indian capital market. [7M]  
b) Discuss the pros and cons of mutual funds schemes in India. [7M]

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**Security Analysis and Portfolio Management**  
**(MBA)**

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**SECTION-I**

- Q. No. 1 a) Explain the primary and subsidiary objectives of investments. [7M]  
 b) What is meant by P/E ratio? What is the logic of using this concept in investment decision? [7M]

**OR**

- Q. No. 2 a) What are the methods adopted to analyze the financial statements of a company? [7M]  
 b) What are the key determinants of the price earnings multiple? [7M]

**SECTION-II**

- Q. No. 3 a) 'The India stock market is efficient'. Discuss. [7M]  
 b) Explain the strong form of EMH with empirical evidence. [7M]

**OR**

- Q. No. 4 a) How does a technical analysis differ from a fundamental analysis? [7M]  
 b) Explain the Dow theory and how it is used to determine the direction of stock market [7M]

**SECTION-III**

- Q. No. 5 Discuss the procedure commonly used in practice to test the CAPM. [14M]

**OR**

- Q. No.6 a) An investor wants to build a portfolio with the following four stocks. With the given details, find out his portfolio and portfolio variance. The investment is spread equally over the stocks.

<b>Company</b>	<b><math>\alpha</math></b>	<b><math>\beta</math></b>	<b>Residual Variance</b>
A	0.17	0.93	45.15
B	2.48	1.37	132.25
C	1.47	1.73	196.28
D	2.52	1.17	51.98

Market Return ( $R_m$ ) = 11; Market return variance = 26 [14M]

**SECTION-IV**

- Q. No. 7 a) A 12% coupon bond has a maturity of 5 years. It pays interest semi-annually. Its yield to maturity is 5% per half year period. What is its duration. [7M]  
 b) A Rs 1000 par value bond bears a coupon rate of 14% and matures after five years. Interest is payable semi-annually. Compute the value of the bond if the required rate of return is 16%. [7M]

**OR**

- Q. No. 8 The following information is available on a bond: face value Rs 100, Coupon rate 12%. Payable annually, years to maturity 6, current market price Rs 110. What is the duration of the bond? Use the appropriate formula for calculating the yield to maturity.

[14M]

### **SECTION-V**

Q. No. 9 a) Elaborate different types of mutual funds schemes in India. [6M]

b) The following information is provided regarding the performance of the funds namely Birla Advantage, Sundaram Growth and Sun F & C Value for the period of six months ending August 2009. The risk free rate of interest is assumed to be 9. Rank them with help of Sharpe Index and Treynor Index and discuss. [8M]

<b>Funds</b>	<b><math>R_p</math></b>	<b><math>\sigma_p</math></b>	<b><math>\beta</math></b>
Birla Advantage	25.38	4	0.23
Sundaram Growth	25.11	9.01	0.56
Sun F & C Value	25.01	3.55	0.59

**OR**

Q. No. 10 a) What is meant by mutual funds? What are the advantages of professionally managed portfolio? [7M]

b) Distinguish between Treynor and Sharpe indices of portfolio performance. Which do you recommend. [7M]

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Code No: **R17MBA35****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Financial Institutions, Markets & Services****(MBA)**

<b>Roll No</b>									
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**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the structure of Indian financial system and indicators of economic development. [14M]

OR

- 2 “Indian economic scenario completely changed with 1991 Policy”. Elucidate. [14M]

**SECTION-II**

- 3 Examine the structure of public and private sector commercial banks and the reasons for the competition exists between them? [14M]

OR

- 4 Explain the role and functions of RBI in detail. [14M]

**SECTION-III**

- 5 Define mutual fund. Discuss the types and advantages of mutual funds in India. [14M]

OR

- 6 Define IRDA. Explain the role of IRDA in Indian insurance sector. [14M]

**SECTION-IV**

- 7 a) “SEBI is to promote healthy and orderly growth of the securities market and secure investor protection”. Discuss. [8M]

- b) Briefly explain about Indian capital market [6M]

OR

- 8 Give a brief account on the structure and functions of call money market in India. [14M]

**SECTION-V**

- 9 Differentiate hire purchase financing and lease financing. [14M]

OR

- 10 Discuss the functions and advantages of factoring. [14M]

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<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

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**SECTION-I**

- 1 What is monetary policy? Discuss the functions and role of RBI in India. [14M]

OR

- 2 Trace out the development of the financial system in India. [14M]

**SECTION-II**

- 3 Explain the structure and performance of banking institutions. [14M]

OR

- 4 Write short notes on (a) NPA (b) Banking Innovations. [14M]

**SECTION-III**

- 5 "Mutual funds is playing vital role in Indian financial markets". Do you agree? Explain the growth of Indian mutual funds and their regulations. [14M]

OR

- 6 "Life Insurance Corporation of India is investing funds in different sectors, so that only they are getting huge profits". Do you agree? Explain the structure and investment pattern of LIC. [14M]

**SECTION-IV**

- 7 Write a short notes on (a) Commercial paper (b) T Bills market [14M]

OR

- 8 Give the structure of Indian money market and point out its deficiencies. [14M]

**SECTION-V**

- 9 a) Explain the structure of leasing industry in India. [7M]

- b) Evaluate the growth prospects of Fee based advisory services in India [7M]

OR

- 10 What is the strategic role of venture capital in the development of a country? And also make suggestions for the success of venture capital. [14M]

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**Financial Institutions, Markets & Services**  
**(MBA)**

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**SECTION-I**

- 1** Describe in detail financial sector reforms of 1991. **[14M]**

OR

- 2** What is meant by equilibrium in Financial Markets **[14M]**

**SECTION-II**

- 3** Commercial banks are special among the intermediaries for the development of the economy **[14M]**

OR

- 4** Give a comparative analysis of the growth and structure of commercial banking before and after liberalization period in India **[14M]**

**SECTION-III**

- 5a)** Define the different types of schemes floated by Mutual Funds briefly **[7M]**

- 5b)** Elaborate on the major advantages of Investment through Mutual Funds **[7M]**

OR

- 6** Write short notes on the following **[7M]**

a) Nature of Insurance Companies **[7M]**

b) Objectives of LIC and GIC

**SECTION-IV**

- 7** What is the meaning of the Call Money Market?  
Briefly discuss the nature of this market in US,UK and its working in India

OR

- 8a)** Critically examine the various advantages of Stock Market for the Economic Growth in India **[7M]**

- 8b)** Analyze the growth of Indian Stock Market **[7M]**

**SECTION-V**

- 9** Describe in brief the key features of leasing and hire purchasing. **[14M]**

OR

- 10** What is the scope and objectives of VCF's? **[14M]**  
Categorize the important venture capital funds and their schemes in India

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Code No: R18MBA36

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester Regular Examinations, November-2019**  
**Strategic Investment and Financing Decisions**  
**(MBA)**

Roll No										
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Time: 3 hours

Max. Marks: 70

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 Discuss the various investment decisions techniques which can be applied under Risk and uncertainty. [14M]

OR

- 2 Find out Net Present Value for the following 'A' and 'B' projects. [14M]

Cost	Project – 'A' Rs. 4500		Project – 'B' Rs. 4500	
Cash Inflows	Amount	Probability	Amount	Probability
1	2500	0.3	6200	0.3
2	4500	0.5	7500	0.5
3	6500	0.3	5000	0.3
4	10000	0.2	4500	0.2

Expected cost of capital is 12%. Suggest which project is profitable.

**SECTION-II**

- 3 Phoenix Company is considering two mutually exclusive investments, Project P and Project Q. The expected cash flows of these projects are as follows. [14M]

year	0	1	2	3	4	5
Project P	-1,000	-1,200	-600	-250	2,000	4,000
Project Q	-1,600	200	400	600	800	100

What is each project's MIRR If the cost of capital is 12 percent.

OR

- 4 a) Explain the impact of inflation on capital budgeting decisions. [7M]  
 b) Write brief notes on i) Multiple IRR and ii) Modified IRR [7M]

**SECTION-III**

- 5 a) Original outlay, Rs.10, 000; life of the project, 5 years; cash inflows, Rs. 4,000 each for 5 years; and cost of capital (k), 10 per cent. [7M]

Expected interest rates at which cash inflows will be reinvested.(Use Terminal Value Method)

Years	1	2	3	4	5
Per cent	6	6	8	8	8

- b) Write short notes on i) Equivalent Annual Cost ii) Surplus life and Surplus Payback [7M]

OR

- 6 From the given information calculate i) Payback period ii) Post payback period of the following projects and rank them. [14M]

	Project A	Project B	Project C
Initial Investment	2,00,000	2,00,000	2,00,000
CFAT at the end of year 1	25,000	30,000	20,000
2	45,000	40,000	40,000
3	50,000	45,000	60,000
4	50,000	45,000	60,000
5	50,000	60,000	40,000

#### **SECTION-IV**

- 7** Differentiate between Operating Lease and Finance Lease. Why is sale and lease back prepared and when? **[14M]**

OR

- 8** a) Explain the method of splitting the hire purchase instalments into interest and principal repayment. **[7M]**  
b) Discuss the main advantages of leasing an asset instead of buying it. **[7M]**

#### **SECTION-V**

- 9** Examine the guidelines of the Indian companies Act governing corporate takeovers **[14M]**

OR

- 10** Distinguish between 'friendly takeover' and 'hostile takeover'. What strategies are adopted by the acquiring firm in the case of hostile takeover? **[14M]**

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Code No: **R17MBA36**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester supplementary Examinations, June-2019**  
**Strategic Investment and Financial Decisions**  
**(MBA)**

Roll No									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 Define the concepts of risk and uncertainty. How does uncertainty create a different situation for investment decision making compared to risk? **[14M]**

**OR**

- 2 Skylark airways is planning to acquire a light commercial aircraft for flying class clients at an investment of Rs.50,00,000. The expected cash flow after tax ( in lakhs) for the next three years is as follows: **[14M]**

Year 1		Year 2		Year 3	
18	0.2	14	0.1	15	0.1
25	0.5	18	0.2	20	0.3
35	0.2	25	0.3	32	0.4
48	0.1	40	0.4	45	0.2

The company wishes to take into consideration all possible risk factors relating to airline operations. The expected NPV of this venture assuming independent probability distribution with 6 per cent risk free rate of interest.

**SECTION-II**

- 3 How adjusted net present value is calculated? Discuss briefly the merits and limitations of adjusted net present value. **[14M]**

**OR**

- 4 MNC limited is evaluating the project that has following cash flows. **[14M]**

Year:	0	1	2	3	4	5
cash flows (Rs in Millions):	-120	-60	50	60	80	100

cost of capital is 10 percent calculate MIRR.

**SECTION-III**

- 5 The initial outlay on a security system would be Rs.20,00,000. The operating costs are expected to be as follows: **[14M]**

Year:	1	2	3	4	5
Operating costs (Rs):	5,00,000	7,20,000	8,60,000	5,30,000	4,00,000

The estimated salvage value at the end of five years is Rs.6,00,000. What is the equivalent annual cost If the cost of capital is 12 percent?

**OR**

- 6 Explain the concept of hertz simulation. Discuss the procedure involved in hertz simulation model. **[14M]**

**SECTION-IV**

- 7**      What are the steps involved in lease versus borrow to buy decision. State the factors that affect the leasing or buying decision. **[14M]**

OR

- 8**      a) List out the important aspects of lease documentation and contract. **[7M]**  
b) Briefly explain the financial evaluation of leasing. **[7M]**

**SECTION-V**

- 9**      Explain in detail the theories of mergers. **[14M]**

OR

- 10**     a) Distinguish between takeover and acquisition giving example. **[8M]**  
b) Explain the valuation of firm in the case of merger strategy. **[6M]**

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Code No: R17MBA36

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Strategic Investment and Financing Decisions****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Arya company ltd considers the purchases of a new investment for which two alternatives investment are available (X and Y) each costing 1,00,000. Cash inflows are as follows [14M]

Year	Investment X	Investment Y
1	50,000	45,000
2	45,000	25,000
3	35,000	20,000
4	25,000	40,000

The company has a target return on capital of 12%. Risk premium rate 4% and 10% respectively for investment X and Y. Calculate the net present value method.

OR

- 2 a) Explain the steps involved in the process of simulation by Monte – Carlo simulation. [8M]  
b) Explain evidence of IRR with graphs. [6M]

**SECTION-II**

- 3 “IRR approach may not be suitable if project have abnormal cash flow”. Explain the statement by emphasizing on the concept of multiple IRRs. [14M]

OR

- 4 X Ltd., has the five projects. Details are given below [14M]

Project	Investment outlay	Expected annual cash inflow	Project life [years]
M	50,000	18,000	10
N	1,00,000	50,000	4
O	1,20,000	30,000	8
P	1,50,000	40,000	16
Q	2,00,000	30,000	25

Rank the five project based on NPV and IRR. The discount rate is 10%.

**SECTION-III**

- 5 A company is considering three project X,Y and Z following are the particular in respect of there. [14M]

Particular	Project X	Project Y	Project Z
Cost	3,00,000	3,75,000	3,40,000
Expected life	12	12	12
Scrap value	20,000	30,000	25,000
Annual saving	42,000	60,000	50,000

Calculate

- i. Payback period
- ii. Post - payback period

OR

- 6 Select the following project and compute NPV and IRR using Terminal value method [14M]

Initial out lay – Rs. 10000

Life of the project – 5 years

Cash inflows – Rs. 4000 p.a. for 5 years

Cost of capital (K) Expected interest rates at which – 10%  
cash inflows will be reinvested:

End of the year

1	6 %
2	6 %
3	8 %
4	8 %
5	8 %

You are required to analyse the feasibility of the project using Terminal value method

#### **SECTION-IV**

- 7 What are the salient features of a leasing arrangement? How would you choose between leasing and hire – purchase? [14M]

OR

- 8 ABC Machine Tool Company Ltd., is considering the acquisition of a large equipment to set up factory in a backward region for Rs 12, 00,000. The equipment is expected to have an economic useful life of 8 years. The equipment can be financed either with an 8 year term loan at 14 per cent interest, repayable in equal installments of Rs 2, 58,676 per year or by an equivalent amount of lease rent per year. In both cases, payments are due at the end of the year. The equipment is subject to the straight line method of depreciation for tax purpose Rs 75,000. Assuming no salvage value after the 8year use full life and 50 per cent tax rate , which of the financing alternatives should it select? . [14M]

#### **SECTION-V**

- 9 Explain the difference between merger and acquisition giving example. [14M]

OR

- 10 Elucidate the different types of merger. Also explain important reasons for mergers. [14M]

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Code No: R17MBA39

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**

**Financial Derivatives**

**(MBA)**

<b>Roll No</b>													
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 a) Explain the term 'Financial Derivatives. What are its important features? [7M]  
 b) Explain the role of derivatives markets in India. [7M]

**OR**

- 2 a) Explain the different types of Financial Derivatives along with their features in brief. [7M]  
 b) Explain the role and functions of commodity markets. [7M]

**SECTION-II**

- 3 a) What is interest rate futures contract? Discuss various types of interest rate futures contracts with suitable examples. [7M]  
 b) Explain the mechanics of futures market. [7M]

**OR**

- 4 a) On December 15 ABC Ltd. Establish a long position in 200 shares of TISCO on January 1 at a futures price Rs. 600 per share. Initial margin for contract is Rs. 30,000 and maintenance margin is Rs. 20,000. Draw a table showing margin and marking –to- market for ABC on 1<sup>st</sup> January with the following information: [7M]

Date	15	16	17	18	19	21	22	23	24	25	27	31	Jan.1
Future Prices(Rs.)	600	550	650	600	605	590	580	600	620	630	640	660	690

- b) Explain the term margin and its different types with suitable examples in context to currency futures contract. [7M]

**SECTION-III**

- 5 a) Stock price, six-months from the expiration of an option, is Rs. 42. The exercise price of the option is Rs. 40 and risk-free interest rate 10% per annum, and the volatility is 20% per annum. Calculate Call Option Price using Black-Scholes Model. [7M]  
 b) Explain the Binomial option pricing model. [7M]

**OR**

- 6 a) Apply the Black-Scholes Model to value a Call Option under the circumstances. [7M]

Stock price = Rs. 100

Exercise Price = Rs. 95

Risk-Free Interest Rate = Rs. 10% p.a

Time to expiration = 3 months

Standard Deviation = 50%

- b) Distinguish between Options and Futures. [7M]

**SECTION-IV**

- 7 a) Write short note on Strips and Straps. [7M]  
b) Write a detailed note on basic objectives and principles of option trading. [7M]

OR

- 8 a) Explain butterfly and box spread strategies. [7M]  
b) Compare and contrast between straddle and strangle option strategies. [7M]

**SECTION-V**

- 9 a) Company X wished to borrow US dollar at fixed rate of interest. Company Y wished to borrow Sterling at fixed rate of interest. The rates are as follows: [7M]

	US Dollar	Sterling
Company X	11%	7.50%
Company Y	10.60%	6.20%

Design a swap that will have a bank, acting as intermediary, 10 basis points per annum and which will produce a gain of 15 basis point per annum for each of the two companies.

- b) What is financial swap? Discuss the features of a swap contract with example. [7M]

OR

- 10 a) Write a detailed note on evolution of swap market. [6M]  
b) Explain various types of swaps with examples. [8M]

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Code No: **R17MBA39**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester supplementary Examinations, June-2019**

**Financial Derivatives**  
**(MBA)**

Roll No										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 Bring out the historical development of financial derivatives. [14M]

OR

- 2 a) "Derivatives are considered as risk management tools". Comment. [7M]  
 b) Explain the merits and demerits of Financial Derivatives. [7M]

**SECTION-II**

- 3 a) What is futures market? Discuss the functions of futures market. [7M]  
 b) An investor predicts a price increase in the silver future market from current future price of Rs. 8,000 per kg. The market lot is being 10 kg. He buys one lot of futures silver of Rs. (8,000\* 10) = Rs. 80,000. Assume that margin is 20%. What is the amount of margin money? Suppose, if the price of silver increases by 20%, what will be profit/loss to investor? [7M]

OR

- 4 a) Explain the importance of Futures Market in context to economic growth of a country. [7M]  
 b) What are the merits and demerits of forward contracts? [7M]

**SECTION-III**

- 5 a) Given, Stock Price = Rs. 50; Exercise Price = Rs. 55; Months to Expiration = 3 months; Risk-free rate of interest = 10% p.a; and Standard deviation of stock = 40%. Calculate Call Option Price by using Black and Scholes Model. [7M]  
 b) Distinguish between Options and Futures. [7M]

OR

- 6 Explain the Option pricing models with suitable example [14M]

**SECTION-IV**

- 7 a) Explain the following with suitable examples [7M]  
 i) Bullish Call Option Spread ii) Bearish Call Option Spread. [7M]  
 b) What is delta hedging? How is it used to hedge the risk of a portfolio? Also discuss the variations of delta hedging with suitable examples,

OR

- 8 What are the various strategies used in trading options? [14M]

**SECTION-V**

- 9 a) Write a detailed note on evolution of swap market. [7M]  
 b) Explain the features of swap contracts. [7M]

OR

- 10 a) What is Currency Swap? Explain its features. [7M]  
 b) Describe the types of Interest Rate Swaps with examples. [7M]

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Code No: **R18MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Financial Derivatives****(MBA)**

Roll No										

**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Define the term Financial Derivative. Explain Development and Growth of Derivative Markets [14M]

OR

- 2 Explain The Role of Derivatives Market, Uses & Misuses of Derivatives. [14M]

**SECTION-II**

- 3 What are the various types of futures traded in Indian stock market. Discuss with specifications of each contract. [14M]

OR

- 4 Differentiate between Forwards and Futures contract. [14M]

**SECTION-III**

- 5 What do you mean by binomial option pricing model? What are the assumptions? Briefly discuss its important characteristics. [14M]

OR

- 6 From the following data, calculate the value of a call of option: [14M]

Style of option=European

Current price of stock= Rs. 600/-

Option period= 6 months

Time intervals for change at each=3 months

Up movement factor(U)=1.1

Down movement factor (d)=0.9

Exercise interest rate=12% p.a.

**SECTION-IV**

- 7 What is an option strategy? Explain the significance of choosing a right option strategy. [14M]

OR

- 8 Write a detailed note on basic objectives and principles of option trading. [14M]

**SECTION-V**

- 9 Explain different types of swaps. [14M]

OR

- 10 Briefly discuss evolution of swap market. [14M]

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**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****International Financial Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- Q. No. 1 a) Why is the important to study international financial management? [7M]  
 b) What are the different international business methods to conduct international trades? [7M]

**OR**

- Q. No. 2 Discuss the three major trends that have prevailed in international business during the last two decades. [14 M]

**SECTION-II**

- Q. No. 3 a) Why would it be useful to examine a country's balance-of-payments data? [7M]  
 b) Explain how a country can run an overall balance of payments deficit or surplus. [7M]

**OR**

- Q. No. 4 a) Do you agree that floating exchange rate regime is a better option than the fixed exchange rate regime. [7M]  
 b) What were the main objectives of the Bretton Woods System? [7M]

**SECTION-III**

- Q. No. 5 Comment on the structure of Indian foreign Exchange market. [14M]

**OR**

- Q. No.6 a) Explain the different types of transactions. [7M]  
 b) Who are the market participants in the foreign exchange market? [7M]

**SECTION-IV**

- Q. No. 7 a) Explain different theories of Exchange rate determination. [7M]  
 b) What are the factors influencing exchange rates. [7M]

**OR**

- Q. No. 8 a) Discuss the factors influencing Exchange rates. [7M]  
 b) Using suitable examples, distinguish between direct rate, indirect rate and cross rate.[7M]

**SECTION-V**

- Q. No. 9 a) What is the purpose of the Export-Import Bank? [7M]  
 b) What are the IMF's objectives, and how successful has it been in achieving them? [7M]

**OR**

- Q. No. 10 What makes the APV capital budgeting framework useful for analyzing foreign capital expenditure. [14M]

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Code No: R17MBA37

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**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester supplementary Examinations, June-2019**

**International Financial Management**

(MBA)

Roll No									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

Q. No. 1 How is a country's economic well-being enhanced through free international trade in goods and services? [14M]

**OR**

Q. No. 2 a) Discuss the nature and scope of international financial decisions. [7M]  
b) Discuss recent changes and challenges in IFM. [7M]

**SECTION-II**

Q. No. 3 a) Explain how to compute the overall balance and discuss its significance. [7M]  
b) Explain accounting components of BOP. [7M]

**OR**

Q. No. 4 a) Explain the arrangements and working of the European Monetary System. [7M]  
b) Discuss advantages and disadvantages of the gold standard. [7M]

**SECTION-III**

Q. No. 5 How does the central bank of a country regulate the foreign exchange market? [14M]

**OR**

Q. No.6 a) What is triangular arbitrage? Explain with suitable example.[7M]  
b) What is meant by a currency trading at a discount or at a premium in the forward market?[7M]

**SECTION-IV**

Q. No. 7 Explain purchasing power parity, both the absolute and relative version. What causes deviations from purchasing power parity? [14M]

**OR**

Q. No. 8 a) Explain the implications of interest rate parity for exchange rate determination. [7M]  
b) Explain and derive the International Fisher Effect. [7M]

**SECTION-V**

Q. No. 9 Explain why and how a firm's cost of capital may decrease when the firm's stock is cross-listed on foreign stock exchange. [14M]

**OR**

Q. No. 10 a) Explain the internalization theory of FDI. What are the strengths and weaknesses of the theory. [7M]  
b) What factors are responsible for the recent surge in international portfolio investment? [7M]

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**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****International Financial Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain international business methods in detail. [14M]

OR

- 2 Explain the recent changes and challenges in International Financial Management. [14M]

**SECTION-II**

- 3 a) What is BOP? Distinguish between current account and capital account. [7M]

- b) Discuss the advantages and disadvantages of the gold standard. [7M]

OR

- 4 a) What are the main economic factors that influence the balance of payments? [7M]

- b) What were the main objectives of the Bretton Woods system? [7M]

**SECTION-III**

- 5 Explain the features of Foreign exchange markets. Write about the participants in the foreign exchange market and discuss its organisation. [14M]

OR

- 6 a) What is the essence of the international foreign exchange market? [7M]

- b) What is the Eurocurrency market? Explain [7M]

**SECTION-IV**

- 7 How are inflation rates and foreign exchange rates related? Illustrate with the help of an example. [14M]

OR

- 8 Explain the need for foreign exchange exposure management. Discuss the factors influencing exchange rates. [14M]

**SECTION-V**

- 9 a) Explain the role of EXIM Bank in helping the exporters. [7M]

- b) What are the risks inherent in an international portfolio? [7M]

OR

- 10 Define EXIM policy. Explain the recent amendments in EXIM policy. [14M]

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Code No: R18MBA38

MALLA REDDY COLLEGE OF ENGINEERING &amp; TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester Regular Examinations, November-2019

Strategic Management Accounting

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 70

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 How do management accounting and financial accounting differ? [14M]

OR

- 2 “Cost may be classified in a variety of ways according to their nature and the information needs of management.” Explain and discuss this statement. Illustrate with examples the classification required for different purpose. [14M]

**SECTION-II**

- 3 What is cost sheet? Explain the purpose served by it. [14M]

OR

- 4 Explain normal and abnormal wastage and state how they should be dealt with in process cost accounting. [14M]

**SECTION-III**

- 5 “Break-even analysis is fundamentally on a static analysis.” Discuss and explain the advantages and limitations of break-even analysis. [14M]

OR

- 6 You are given the following information: [14M]

	Rs.
Fixed cost	4,000
B.E. sales	20,000
Profit	1,000
Selling price ( per unit )	20

Calculate (a) Sales and marginal cost of sales (b) New B.E. Point if selling price is reduced by :

**SECTION-IV**

- 7 “The technique of marginal costing can be a valuable aid to management”. Discuss [14M]

OR

- 8 A company manufactures three products. The budgeted quantity, selling prices and unit costs are as under: [14M]

	A	B	C
	Rs.	Rs.	Rs.
Raw materials (@ Rs. 20 per kg)	80	40	20
Direct wages (@ Rs. 5 per hour)	5	15	10
Variables overheads	10	30	20
Fixed overheads	9	22	18
Budgeted production (in units)	6,400	3,200	2,400
Selling price per unit (in Rs.)	140	120	90

Required:

- (i) Present a statement of budgeted profit.
- (ii) Set optimal product-mix and determine the profit, if the supply of raw materials is restricted to 18,400 kg.

**SECTION-V**

- 9** From the following information prepare a monthly cash budget for the four months ending 31st December, 2019. **[14M]**

Month	Sales (Rs.)	Materials (Rs.)	Wages (Rs.)	Production (Rs.)	Admin. Selling (Rs.)
June	3,000	1,800	650	225	160
July	3,250	2,000	750	225	160
Aug.	3,500	2,400	750	250	175
Sep.	3,750	2,250	750	300	175
Oct.	4,000	2,300	800	300	200
Nov.	4,250	2,500	900	350	200
Dec.	4,500	2,600	1,000	350	225

- (i) Credit terms are:
  - a) Sales: 3 months to debtors. 10% of sales are on cash. On an average, 50% of credit sales are paid on the due dates while the other 50% are paid in the month following.
  - b) Creditors for material: 2 months
- (ii) Lag in payment:
 

Wages 1/4 month, overheads 1/2 month
- (iii) Cash and Bank balance on 31<sup>st</sup> October expected Rs.1,500.
- (iv) Plant and Machinery to be installed in August at a cost of Rs.24,000. It will be paid for by monthly installments of Rs.5,000 each from 1<sup>st</sup> October.
- (v) Preference share dividend @ 5% on Rs.50,000 is to be paid on 1<sup>st</sup> December.
- (vi) Calls on 250 equity shares @ Rs. 2 per share expected on 1<sup>st</sup> November.
- (vii) Dividends from investments amounting to Rs.250 are expected on 31<sup>st</sup> December
- (viii) Income-tax (advance) to be paid in December Rs.500

OR

- 10** From the following particulars, compute: **[14M]**

- (a) Material cost variance, (b) Material price variance, and (c) Material usage variance
- |   |                   |
|---|-------------------|
| Quantity of materials purchased                           | 3,000 units       |
| Value of materials purchased                              | Rs. 9,000         |
| Standard quantity of materials required per ton of output | 30 units          |
| Standard price of material                                | Rs. 2.50 per unit |
| Opening stock of materials                                | Nil               |
| Closing stock of materials                                | 500 units         |
| Output during the period                                  | 80 tons           |

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Code No: R17MBA38

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester supplementary Examinations, June-2019**  
**Strategic Management Accounting**  
**(MBA)**

Roll No									
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Time: 3 hours

Max. Marks: 70

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

SECTION-I

- 1 a) How is management accounting an improvement over financial accounting? [7M]  
 b) Explain the distinction between cost accounting and financial accounting. [7M]

OR

- 2 The departmental distribution summary showed the following departmental totals: [14M]

Departments	A	B	C	D	E
Amount(Rs.)	7,550	7,200	9,650	4,625	1,575

The costs of service departments D and E are to be charged on the basis of following percentages:

	A	B	C	D	E
Service Dept. D	20%	30%	40%	----	10%
Service Dept. E	40%	20%	30%	10%	----

Find the total overheads of production departments by i) Simultaneous Equations Method and ii) Repeated Distribution Method

SECTION-II

- 3 Product X is produced after three distinct processes. The following information is obtained from the accounts of a period. [14M]

	Process-I(Rs.)	Process-II(Rs.)	Process-III(Rs.)	Total(Rs.)
Direct Materials	1,800	300	100	2,200
Direct Wages	100	200	100	400
Direct Expenses	300	----	200	500

Production overhead incurred are Rs. 800 and are recovered on 200% of direct wages. Production during the period was no opening and closing stock. Prepare process accounts.

OR

- 4 a) What is equivalent Production? Explain and illustrate the method of its valuation. [7M]  
 b) Describe the objects of cost sheets. Give an example of a cost sheet indicating clearly the headings and the important items supplying imaginary figures. [7M]

SECTION-III

- 5 a) Explain the technique of marginal costing and state its importance in decision making. [7M]  
 b) "The technique of marginal costing can be a valuable aid to management". Discuss. [7M]

OR

- 6 What is inter-firm comparison? Explain the need and types of comparisons. [14M]

#### SECTION-IV

- 7 a) What is break-even point? What are the limitations of break-even analysis? [7M]  
b) The following information is given:  
Sales 10,000 units @ Rs. 20 per unit; Variable costs Rs. 10 per unit; Fixed cost (total) Rs. 50,000. Find out i) BEP ii) Profit earned and iii) Sales required to earn a profit of Rs. 60,000 [7M]

OR

- 8 a) From the following data calculate BEP. [7M]

Direct material per unit	Rs. 3
Direct labour per unit	Rs. 2
Fixed overhead(Total)	Rs. 10,000
Variable overhead	100% on direct wages
Selling price per unit	Rs. 10
Trade discount	5%

Also determine the net profits, if sales are 10% above the break-even point.

- b) The sales and profit of a company during two years was as follows:

Year	Sales (Rs.)	Profit (Rs.)
2016	1, 50,000	20,000
2017	1, 70,000	25,000

You are required to calculate i) P/V Ratio and ii) BEP [7M]

#### SECTION-V

- 9 a) Discuss briefly the objectives and limitations of budgetary control. [14M]  
b) The standard material cost to produce one tonne of chemical X is  
300 kgs of material A @ Rs. 10per kg.  
400 kgs of material B @ Rs. 5 per kg.  
500 kgs of material C @ Rs. 6 per kg.

During a period , 100 tonnes of chemical X were produced from the usage of :

35 tonnes of material A at a cost of Rs. 9,000 per tonne

42 tonnes of material B at a cost of Rs. 6,000 per tonne

53 tonnes of material C at a cost of Rs. 7,000 per tonne

Calculate material variances.

OR

- 10 From the following forecast of income and expenditure, prepare a cash budget for the months January to April, 2017. [14M]

Months	Sales ( credit )	Purchases ( credit )	Wages	Manufacturing expenses	Administrative expenses	Selling expenses
2016 Nov.	30,000	15,000	3,000	1,150	1,060	500
Dec.	35,000	20,000	3,200	1,225	1,040	550
2017 Jan.	25,000	15,000	2,500	990	1,100	600
Feb.	30,000	20,000	3,000	1,050	1,150	620
Mar.	35,000	22,500	2,400	1,100	1,220	570
April	40,000	25,000	2,600	1,200	1,180	710

Additional information is as follows:

- The customers are allowed a credit period of 2 months.
- The creditors are allowing a credit of 2 months.
- Wages are paid on the 1<sup>st</sup> of the next month.
- Lag in payment of other expenses is one month.
- Balance of cash in hand on 1<sup>st</sup> January, 2017 is Rs. 15,000.

Code No: R17MBA38

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**  
**Strategic Management Accounting**  
**(MBA)**

Roll No										
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Time: 3 hours

Max. Marks: 70

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

SECTION-I

- 1 a) Explain any three classifications of cost in detail. [7M]  
 b) Discuss the role of management accountant in a modern organization [7M]

OR

- 2 a) Compute machine hour rate from the following information. [7M]

Cost of the machine	Rs. 2, 00,000
Installation charges	Rs. 20,000
Estimated scrap value after expiry of its life of 15 years	Rs. 10,000
Rent for the shop per month	Rs. 400
General lighting for the shop per month	Rs. 600
Insurance premium for the machine per annum	Rs. 1,920
Repairs expenses per annum	Rs. 2,000
Power 10 units per hour	
Rate of power per 100 units	Rs. 40
Estimated working hours per annum	2,000
Shop supervisor's salary per month	Rs. 1,200

The machine occupies  $\frac{1}{4}^{\text{th}}$  of the total area of the shop.

The supervisor devotes  $\frac{1}{3}^{\text{rd}}$  of his time for this machine.

- b) Distinguish between allocation and apportionment of overhead. [7M]

SECTION-II

- 3 A product passes through three processes A, B and C. The normal wastage of each process is as follows: Process A – 3%, and Process B - 5% and Process C – 8%. Wastage of Process A was sold at 25paise per unit and that of Process B at 50paise per unit and that of process C at Re. 1 Per unit. 10,000 units were issued to process A at a cost of Re. 1 per unit. The other costs were as follows: [14M]

	Process A	Process B	Process C
Materials	Rs. 1,000	Rs. 1,500	Rs. 500
Labour	Rs. 5,000	Rs. 8,000	Rs. 6,500
Direct Expenses	Rs. 1,050	Rs. 1,188	Rs. 2,009
Actual output	9,500 units	9,100 units	8,100 units

Assume that there was no opening or closing stocks. Prepare process accounts.

OR

- 4 Explain prime cost, factory cost, cost of production and total cost. [14M]

### SECTION-III

- 5 A company manufactures three products. The budgeted quantity, selling prices and unit costs are as under: [14M]

Particulars	A	B	C
Raw materials ( @ Rs. 20 per kg)	Rs. 80	Rs.40	Rs.20
Direct wages(@ Rs. 5 per hour)	Rs.5	Rs.15	Rs.10
Variable overheads	Rs. 10	Rs.30	Rs.20
Fixed overheads	Rs.9	Rs.22	Rs.18
Budgeted Production ( in units)	6,400	3,200	2,400
Selling price per unit ( in Rs.)	140	120	90

You are required: i) prepare a statement of budgeted profit. ii) Set optimal product-mix and determine the profit, if the supply of raw materials is restricted to 18,400 kg.

OR

- 6 What are the applications of marginal costing? Explain in detail. [14M]

### SECTION-IV

- 7 a) What do you understand by break-even analysis. Explain its uses. [7M]  
b) The following data is given:

Particulars	Rs.
Selling price	20 per unit
Variable manufacturing costs	11 per unit
Variable selling costs	3 per unit
Fixed factory overheads	5,40,000 per year
Fixed selling costs	2,52,000 per year

You are required to compute i) BEP ii) No. of units that must be sold to earn a profit of Rs. 60,000 per year. iii) How many units must be sold to a net income of 10% on sales.

OR

- 8 a) What is meant by angle of incidence and margin of safety and show these in a break even chart. Explain. [7M]  
b) The sales and profit of a company during two years was as follows: [7M]

Year	Sales (Rs.)	Profit (Rs.)
2013	1, 50,000	20,000
2014	1, 70,000	25,000

You are required to calculate i) P/V Ratio ii) BEP iii) Sales required to earn a profit of Rs.40,000

### SECTION-V

- 9 a) Distinguish between standard costing and budgetary control. [7M]  
b) Differentiate between cost audit and management audit. [7M]

OR

- 10 a) The budget data is relates to XYZ Co. Prepare a Cash Budget for the three months ending with June 2017.

[14M]

Month	Sales (Rs. )	Purchases(Rs.)	Wages (Rs.)	Miscellaneous Expenses (Rs.)
February	1,20,000	84,000	10,000	7,000
March	1,30,000	1,00,000	12,000	8,000
April	80,000	1,04,000	8,000	6,000
May	1,16,000	1,06,000	10,000	12,000
June	88,000	80,000	8,000	6,000

Additional Information:

Sales: 20% realised in the month of sales, balance realised equally in two subsequent months.

Purchases: These are paid in the month following the month of supply.

Wages: 25% paid in arrears following month.

Miscellaneous Expenses: Paid a month in arrears.

Rent : Rs. 1,000 per month paid quarterly in advance due in April.

Income-Tax: First instalment of advance tax Rs.25,000 due on or before 15<sup>th</sup> June.

Cash in hand: Rs. 5,000 on 1<sup>st</sup> April , 2017.

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Code No: **R17MBA28****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Consumer Behaviour****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Define Rural consumer behavior. What is meant by Brand positioning? How does brand positioning differ from target marketing? [4+5+5=14M]

OR

- 2 What are the advantages of segmenting the market? Discuss various basis on market segmentation. [7+7=14M]

**SECTION-II**

- 3 Discuss the influence of social class, family and personality on consumer behavior. [14M]

OR

- 4 Name the two reference groups important to you. How do these influence your buying behaviour? [4+10=14M]

**SECTION-III**

- 5 Suggest the application of attitudes in changing and consumer attitudes. [14M]

OR

- 6 Explain consumer learning and information processing in detail with suitable examples. [14M]

**SECTION-IV**

- 7 Discuss the steps in consumer information processing. Briefly discuss the decision-making steps given in BME model. [4+10=14M]

OR

- 8 How does consumer decision process change as purchase involvement increases? What is the difference between nominal, limited and extended decision-making process? [7+7=14M]

**SECTION-V**

- 9 Discuss the roots of consumerism. Discuss various steps involved in consumer safety. [5+9=14M]

OR

- 10 What are the consumer responsibilities in FMCG goods? Discuss the marketing ethics in advertising. [7+7=14M]

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Code No: **R17MBA28****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Consumer Behaviour****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each **SECTION** and each Question carries 14 marks.

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**SECTION-I**

- 1 What is Consumer Behavior? Explain different types of segmentation. [14M]

OR

- 2 Explain the need of consumer Behavior and also explain the consumer research process in detail. [14M]

**SECTION-II**

- 3 What is culture? What are cultural values? How do cultural values influence consumer behavior? [14M]

OR

- 4 What are the different social class categories in India? What is the impact of social class on consumer behaviour? [14M]

**SECTION-III**

- 5 What is perception? How does it influence the consumer behaviour? Discuss the concept of perception selection. [14M]

OR

- 6 Discuss the 3-component model of attitudes. What is the relevance of this model to advertising objectives? [14M]

**SECTION-IV**

- 7 Explain Howard-Sheth model of consumer decision making process with a schematic. [14M]

OR

- 8 Discuss the different steps involved in pre and post purchase of washing machine. [14M]

**SECTION-V**

- 9 What factors influence consumer satisfaction? How can marketers effectively handle dissatisfaction? [14M]

OR

- 10 What is relationship marketing? Suggest some appropriate strategies for a retail outlet. [14M]

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Code No: **R18MBA28****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Consumer Behaviour****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 What is market segmentation? Explain the bases of segmentation. [14M]

**OR**

- 2 Define consumer behaviour. Describe the steps in the consumer research process. [14M]

**SECTION-II**

- 3 Explain the factors which effect consumer behavior. [14M]

**OR**

- 4 Explain the concept of family life cycle and its implications for marketers. [14M]

**SECTION-III**

- 5 What is motivation? How does it influence consumer behavior? [14M]

**OR**

- 6 Define perception. What factors influence perception? [14M]

**SECTION-IV**

- 7 Explain about Howard-Sheth consumer decision making model. [14M]

**OR**

- 8 Discuss the steps involved in Decision-making Process, give suitable Examples. [14M]

**SECTION-V**

- 9 What do you mean by Consumer Issues? Explain the marketer Responses in solving the Consumer Issues [14M]

**OR**

- 10 Discuss the Marketing Ethics towards Consumers [14M]

**\*\*\*\*\***

Code No: R18MBA29

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**R18**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester Regular Examinations, November-2019**

**Integrated Marketing Communications & Sales**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Discuss the various elements of the communication process. [14M]

OR

- 2 Compare and contrast the terms promotion and marketing communications and list the primary tools of marketing communications. [14M]

**SECTION-II**

- 3 Explain the objectives of direct marketing. [14M]

OR

- 4 What do you mean by Out of Home Media? Explain its advantages and disadvantages. [14M]

**SECTION-III**

- 5 i) Discuss about Advertising Controversial Products. [7M]  
ii) Explain Social Aspects of Advertising. [7M]

OR

- 6 Discuss Social and Ethical Criticisms on Advertising. [14M]

**SECTION-IV**

- 7 What do you mean by Market Cost Analysis? Explain its advantages and disadvantages. [14M]

OR

- 8 Explain the different types of sales Quotas and discuss the procedure for setting of sales Quotas. [14M]

**SECTION-V**

- 9 Define Sale Force and explain the objectives and size of Sales Force. [14M]

OR

- 10 Discuss meaning, need and methods related to sales force training. [14M]

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Code No: **R17MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Integrated Marketing Communications & Sales****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 What is integrated marketing communication? Explain various tools of integrated marketing communication. **[4+10=14M]**

**OR**

- 2 Explain the importance of IMC in the present scenario. **[14M]**

**SECTION-II**

- 3 List out the various types of advertising for New product Development. Distinguish between Direct Marketing and personal selling. **[7+7 =14M]**

**OR**

- 4 Write the objectives of Direct Marketing. Discuss about AIDA Model with suitable example. **[7+7 =14M]**

**SECTION-III**

- 5 What is meant by Sales Promotion? Explain the advantages and disadvantages of Sales Promotion as compared to advertising. **[4+10=14M]**

**OR**

- 6 "Money spent on advertisement is not wasteful". Critically examine this statement with examples. **[14M]**

**SECTION-IV**

- 7 Describe the various factors that affect the promotional budget allocation decision. **[14M]**

**OR**

- 8 Write about online sales promotion. Explain methods used for sales budget **[14M]**

**SECTION-V**

- 9 Briefly explain sales force motivation. Mention the salient features of recruitment and selection of the sales force. **[14M]**

**OR**

- 10 What do you understand by the term sales force? Why is controlling and motivation essential for sales force? Give suitable examples. **[14M]**

**\*\*\*\*\***

Code No: **R17MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Integrated Marketing Communications & Sales****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the role of communication mix in the Integrated Marketing Communication. **[14M]**

OR

- 2 Explain Integrated Marketing Communication as an Integral part of Marketing. **[14M]**

**SECTION-II**

- 3 What is meant by Creative Execution in Advertising? Illustrate with an example. Discuss the Role of word of mouth in Communication mix for FMCG Industries. **[5+4+5=14M]**

OR

- 4 Discuss the process of making an Advertising campaign. What are the economic implications of Advertising? **[7+7=14M]**

**SECTION-III**

- 5 What are the various regulations of advertising and promotion in India **[14M]**

OR

- 6 How will you design a sales promotion campaign involving salesman and dealers at National level? Give an example. **[14M]**

**SECTION-IV**

- 7 What are the various methods used for deciding sales budget? **[14M]**

OR

- 8 What is unique selling proposition? Compare and contrast commercial and non-commercial advertising with respect to Sales Planning. **[4+10=14M]**

**SECTION-V**

- 9 What do you understand by the term sales force training? Explain the characteristics of sales force compensation. **[7+7=14M]**

OR

- 10 Explain how you would control and evaluate sales force as a manager of an automobile industry. **[14M]**

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Code No: R17MBA30

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**R17**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester supplementary Examinations, June-2019**

**Logistics & Supply Chain Management**

**(MBA)**

Roll No									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 “The mission of logistics management is to plan and coordinate all those activities necessary to achieve competitive advantage at lowest possible cost”. Explain. [14M]

OR

- 2 Explain the different models in logistics management. [14M]

**SECTION-II**

- 3 Explain the concept of Total Cost Analysis. [14M]

OR

- 4 What is customer profitability analysis in SCM? Illustrate with examples? [14M]

**SECTION-III**

- 5 “To evaluate the efficiency and sustainability of the logistics systems, developing logistics performance indicators is essential. “Explain. [14M]

OR

- 6 Explain the different types of channel relationships with suitable examples. [14M]

**SECTION-IV**

- 7 (a) Discuss about Internal supply chain management. [7M]  
(b) Explain about bullwhip effect. [7M]

OR

- 8 Discuss about various sourcing and transportation decisions in supply chain management. [14M]

**SECTION-V**

- 9 Discuss in detail about the global supply chain business process. [14M]

OR

- 10 “Managing logistics operations within the country is very much simple than that of managing the flow of inventory and information across the global supply chain.” What are the issues and challenges in global supply chain management? [14M]

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Code No: R18MBA30

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**R18**

**M.B.A II-Year - I Semester Regular Examinations, November-2019**

**Logistics & Supply Chain Management**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the competitive advantage a firm can gain by using Logistics and SCM. [14M]  
Give examples of some successful Logistics firms.

OR

- 2 Define Logistics Management and explain its important features and focus areas. [14M]

**SECTION-II**

- 3 Describe the principle of logistics costing. Explain various models of logistics cost & performance. [14M]

OR

- 4 What is the impact of Logistics on Shareholder Value? What is integrated supply chain management system? Explain its impact on profitability of a firm. [14M]

**SECTION-III**

- 5 What factors are taken into consideration to create Channel Structure? [14M]

OR

- 6 What criteria are used for setting the Benchmarking for the Supplier and Distributor in Logistics? What is the significance of Channel Relationships? [14M]

**SECTION-IV**

- 7 a) What is Bullwhip Effect? What are the consequences of Bullwhip Effect? [14M]  
b) How do you determine the transportation economics & pricing in logistics management?

OR

- 8 a) Explain the role of CRM in Logistics and SCM. [14M]  
b) Explain the Pricing Documentation Process and what do you understand by Economics of Transportation?

**SECTION-V**

- 9 a) Discuss the importance of logistics in a global economy. [14M]  
b) Explain the issues and challenges in global supply chain management.

OR

- 10 Explain the following terms: [14M]  
a) Global Purchasing b) Impact of Global Logistics on Global Economy

Code No: **R17MBA31****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Service Marketing****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 (i) Explain GAP model of service quality. [07M]  
 (ii) Discuss the need for measuring service quality. [07M]

OR

- 2 What are the characteristics of services and what is service marketing mix. [14M]

**SECTION-II**

- 3 Describe the factors which influence the customer expectations of services? [14M]

OR

- 4 What are the phases involved in service recovery process? [14M]

**SECTION-III**

- 5 Explain the various types of service innovations? Illustrate with suitable examples? [14M]

OR

- 6 (i) Explain about Service blue printing [07M]  
 (ii) What do you mean service scape [07M]

**SECTION-IV**

- 7 Explain the role of employees in service delivery? [14M]

OR

- 8 How do you manage the demand and capacity in service sector? Explain with suitable example? [14M]

**SECTION-V**

- 9 What are the five categories of strategies to match services with delivery. [14M]

OR

- 10 What are the various types of pricing methods for services? Explain with an example? [14M]

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Code No: **R17MBA31**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
(Autonomous Institution – UGC, Govt. of India)  
**M.B.A II-Year - I Semester supplementary Examinations, June-2019**  
**Service Marketing**  
(MBA)

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 How to close various gaps in service quality? [14M]
- OR
- 2 What are the characteristics of service? Explain the challenges of the service characteristics in services marketing? [14M]

**SECTION-II**

- 3 “Listening to customers will enhance the image of the organization” – comment. [14M]
- OR
- 4 Discuss about the factors that influence customers’ expectations in service? [14M]

**SECTION-III**

- 5 Discuss in detail about customer defined service standards? [14M]
- OR
- 6 Explain the challenges in service innovation and design? [14M]

**SECTION-IV**

- 7 Explain the role of customers in service delivery? [14M]
- OR
- 8 Discuss the role of intermediaries and electronic channels in service delivery? [14M]

**SECTION-V**

- 9 Explain the various strategies to match service promises with service delivery? [14M]
- OR
- 10 Write about the factors to be considered by the service marketers while they design and implement a pricing strategy? [14M]

Code No: **R18MBA31****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Services Marketing****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks:****70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 What are the characteristics of services? How we can classify the services? **[14M]**

OR

- 2 Discuss in detail the Gap's model of service quality? **[14M]**

**SECTION-II**

- 3 How do you listen your customer requirement through research. **[14M]**

OR

- 4 What are the consumer expectations in Telecom sector? **[14M]**

**SECTION-III**

- 5 What is new service development? Discuss the process of new service development? **[14M]**

OR

- 6 Explain the different types of service innovations with suitable examples? **[14M]**

**SECTION-IV**

- 7 Explain service delivery. 'Customers play a significant role in service delivery' – Critically analyse the statement. **[14M]**

OR

- 8 (a) Who are intermediaries in services marketing? Why they are important? **[7M]**  
(b) Explain the role of intermediaries in enhancing the value of services with suitable examples? **[7M]**

**SECTION-V**

- 9 What is the role of communication in services marketing? What are the different channels of communication? **[14M]**

OR

- 10 Explain the different pricing strategies linked with different value definitions? **[14M]**

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Code No: **R18MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Retailing Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1 What is FDI? Explain the role of FDI in Indian retail business development? [14M]

OR

- 2 Explain the Wheel of retailing theory. [14M]

**SECTION-II**

- 3 What are the exteriors and interiors factors? How does it influence the design decision in retail store? [14M]

OR

- 4 Explain the various types of retail layouts in India. [14M]

**SECTION-III**

- 5 Explain shopping environment and discuss shopping process with suitable example. [14M]

OR

- 6 Explain the different types of shopping behaviour with suitable examples. [14M]

**SECTION-IV**

- 7 Explain the different pricing strategies used by the retailer. Give examples. [14M]

OR

- 8 What is EDI? Explain the role of EDI in Supply Chain Management. [14M]

**SECTION-V**

- 9 What are the changes may takes places in retail sector in future? How to cope up with these expected changes in future? [14M]

OR

- 10 Discuss store based and non-store based models of store format choices in detail. [14M]

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Code No: **R17MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Retailing Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 a) What are the objectives of retailing? [7M]  
b) Explain various theories of retailing. [7M]

OR

- 2 Explain history of retailing and discuss structure of retailing in Indian industry. [14M]

**SECTION-II**

- 3 a) State the factors to be considered during selection of retail outlet. [7M]  
b) Explain importance of selection of retail store outlet and design. [7M]

OR

- 4 Discuss merchandising plan for basic stocks retailing? [14M]

**SECTION-III**

- 5 Explain a retail outlet of your choice and discuss shopping in socio –cultural context. [14M]

OR

- 6 a) Explain the demographic and life styles of Indian shoppers. [7M]  
b) Discuss shopping patterns in India. [7M]

**SECTION-IV**

- 7 a) State objectives of pricing strategies. [7M]  
b) Explain various pricing strategies in retailing management. [7M]

OR

- 8 a) Explain the framework of supply chain management. [7M]  
b) Explain supply chain business process. [7M]

**SECTION-V**

- 9 Discuss classification of retail formats through which organizations deliver value to customer [14M]

OR

- 10 a) What are non pricing decisions? [7M]  
b) Discuss future changes of retailing competition? [7M]

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Code No: **R17MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Retailing Management****(MBA)**

Roll No										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 What are types of retailing? Discuss functions and utilities of retailing management? [14M]

**OR**

- 2 What is rural marketing? [14M]  
Explain history and structure of retailing in Indian industry?

**SECTION-II**

- 3 Explain store layout and design procedures involved in retailing management with an example of your choice? [14M]

**OR**

- 4 Discuss merchandising and assortment plans of retailing management? [14M]

**SECTION-III**

- 5 Discuss shopping behaviour, lifestyles and demographic profile of Indian shoppers in retail stores? [14M]

**OR**

- 6 a) Explain shopping process of retailing? [14M]  
b) Discuss shopping patterns in India?

**SECTION-IV**

- 7 What are the pricing objectives? Explain different types of pricing strategies in retail. [14M]

**OR**

- 8 a) Discuss how supply chain management is a tool of competitive advantage for retailing management [14M]  
b) Explain role of EDI in supply chain management?

**SECTION-V**

- 9 Explain values based model and attribute based model of store format choice in retailing management ? [14M]

**OR**

- 10 Explain the different types of retail formats [14M]

**\*\*\*\*\***

Code No: **R17MBA33****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Customer Relationship Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1** Explain the advantages and challenges involved in CRM? **[14M]**

**OR**

- 2** Explain the components of Lifetime Customer and Customer Loyalty in CRM? **[14M]**

**SECTION-II**

- 3** Differentiate between Market share and Share of Customers? **[14M]**

**OR**

- 4** Explain the bondings of zero customer defections? **[14M]**

**SECTION-III**

- 5** Briefly explains the role and significance of Customer Satisfaction in CRM? **[14M]**

**OR**

- 6** Briefly explains the steps involved in Customer Development Process? **[14M]**

**SECTION-IV**

- 7** Describe the technology applications in CRM. Explain B2B and B2C markets. **[14M]**

**OR**

- 8** Explain how the technology plays a vital role in building the Customer Loyalty and Profitability? **[14M]**

**SECTION-V**

- 9** Briefly explain significant role of e-CRM in Service Marketing? **[14M]**

**OR**

- 10** Briefly explain role and five engines of e-CRM. **[14M]**

**\*\*\*\*\***

Code No: **R17MBA33****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Customer Relationship Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 What is CRM? Explain the importance of CRM. [14M]

OR

- 2 Write the merits and demerits of CRM? [14M]

**SECTION-II**

- 3 Explain the CRM framework. [14M]

OR

- 4 What are the measures of market share of a product and service? [14M]

**SECTION-III**

- 5 Is customer retention necessary? Explain in brief. [14M]

OR

- 6 Write the customer development stages/process? [14M]

**SECTION-IV**

- 7 What are the accounting system for customer acquisition and retention costs? [14M]

OR

- 8 Define customer databases and technological applications in CRM. [14M]

**SECTION-V**

- 9 Discuss challenges involved in formulating and implementing e-CRM strategies. [14M]

OR

- 10 Discuss e - CRM architecture and its components. [14M]

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Code No: **R18MBA33****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Customer Relationship Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 Enlist different types of CRM. What are the goals of CRM? Explain. [14M]

**OR**

- 2 How can different types of CRM be an enabling factor to derive full benefits of Business Environment? Write the bottlenecks in CRM. [14M]

**SECTION-II**

- 3 What do you mean by Zero Customer Defection? How do the Companies ensure that the Customers become their Lifetime Business Partners? [14M]

**OR**

- 4 Explain the framework of CRM. What are the components of CRM Solutions? [14M]

**SECTION-III**

- 5 What is Customer Retention? Explain the strategies used by the companies for retaining their customers. [14M]

**OR**

- 6 a) What are the types of Relationship Marketing? [7M]  
b) Explain the role of CRM in B2B and B2C organizations. [7M]

**SECTION-IV**

- 7 Explain the process of CRM project development in an organization. What are causes of success or failure of CRM Project in an organization? [14M]

**OR**

- 8 Explain the different types of technological applications used in CRM. [14M]

**SECTION-V**

- 9 Explain the architecture and components of E-CRM. What are the challenges of implementing e-CRM? [14M]

**OR**

- 10 a) What do you mean by CRM Audit? Explain the process of CRM Audit. [7M]  
b) Write the role of e-CRM in marketing of Services. [7M]

**\*\*\*\*\***

Code No: **R18MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Performance Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 Explain in detail the performance management strategic planning is the competitive advantage of an organization. [14M]

**OR**

- 2 Explain the process of Performance Management. [14M]

**SECTION-II**

- 3 Explain about implementation of Performance Management System. [14M]

**OR**

- 4 Discuss the performance measurement approaches in detail. [14M]

**SECTION-III**

- 5 Discuss in detail performance management skills. [14M]

**OR**

- 6 Explain how performance management helps the employee development. [14M]

**SECTION-IV**

- 7 What are the objectives and types of the Reward Systems? [14M]

**OR**

- 8 Explain the challenges of linking Performance and Rewards. [14M]

**SECTION-V**

- 9 Write about Bench marking steps in detail. [14M]

**OR**

- 10 Write about the Six – Sigma Practices. [14M]

**\*\*\*\*\***

Code No: **R17MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Performance Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1** Define performance management? Explain role of performance management system for organisation success? Discuss its advantage? **[14M]**

OR

- 2** Explain the process of performance management? Discuss characteristics of an ideal performance management system? **[14M]**

**SECTION-II**

- 3** a) Explain various techniques of performance management approach? **[14M]**  
b) Discuss errors in performance appraisal.

OR

- 4** Discuss process of performance management system? Explain its advantages? **[14M]**

**SECTION-III**

- 5** Discuss how performance management and employee development should integrate to increase the organisational effectiveness? **[14M]**

OR

- 6** a) What are various performance management skills required to have an effective performance management process? **[14M]**  
b) Explain coaching process?

**SECTION-IV**

- 7** Discuss various types of pay strategies used in performance management system. **[14M]**

OR

- 8** Explain various types of reasons and challenges of team performance management? **[14M]**

**SECTION-V**

- 9** a) Explain the concept of competency mapping? **[14M]**  
b) Discuss Pygmalion effect.

OR

- 10** What is job analysis? Explain the method of Balance score card approach? **[14M]**

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Code No: **R17MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, December-18/January-19****Performance Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 a) Explain objectives of performance management ? [7M]  
b) Discuss performance management process? [7M]

OR

- 2 Explain how performance management system is useful in strategic planning to contribute for organization excellence? [14M]

**SECTION-II**

- 3 Explain various methods of performance management approaches used in gathering performance information. [14M]

OR

- 4 Discuss the process of implementing Performance management system ? [14M]

**SECTION-III**

- 5 Explain various Performance Management skills required for designing good performance management system? [14M]

OR

- 6 a) Discuss the methods of 360° feed back system? [7M]  
b) State advantages and risks involved in 360° appraisal system? [7M]

**SECTION-IV**

- 7 Explain various types of reward system and legal issues involved in Reward system? [14M]

OR

- 8 a) Define managing team performance, explain its importance. [14M]  
b) Explain various types of teams and challenges of team performance management?

**SECTION-V**

- 9 What is benchmarking? Discuss steps involved in benchmarking with an example. [14M]

OR

- 10 What do you mean by Six sigma strategy? Explain Six sigma strategies followed by various companies? [14M]

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Code No: **R17MBA44****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Compensation & Reward Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**SECTION-I**

- 1** Define compensation? Explain pay model strategy. **[14M]**

**OR**

- 2** Discuss the internal alignment and how does it helps the evaluation of the job. **[14M]**

**SECTION-II**

- 3** Define the competitiveness? Explain pay mix and pay structures. **[14M]**

**OR**

- 4** What are the techniques of pay design? Discuss the implementing competitive pay performance system. **[14M]**

**SECTION-III**

- 5** Discuss the different factors to be considered for performance appraisal and common errors of performance appraisal. **[14M]**

**OR**

- 6** Provide a detail note on statutory benefits including health care, employee welfare and retirement benefits that an employee entitled to receive as of their employment. **[14M]**

**SECTION-IV**

- 7** What do you mean by special groups? What are the components of executive compensation package. **[14M]**

**OR**

- 8** Explain the concept of expatriates. And discuss the compensation policy of expatriates in host country. **[14M]**

**SECTION-V**

- 9** Discuss the role of government in compensation management and make a note on the provisions and importance of relevant wage laws **[14M]**

**OR**

- 10** Discuss the public sector pay system in India and the pros and cons of linking pay with performance in public sector. **[14M]**

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Code No: **R17MBA44**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**  
**(Autonomous Institution – UGC, Govt. of India)**  
**M.B.A II-Year - I Semester supplementary Examinations, June-2019**  
**Compensation & Reward Management**  
**(MBA)**

Roll No									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 “Internal consistency refers to the relationship between the pay structure and the design of the organization and the work” justify the statement and brief on person-based structures. [14M]

OR

- 2 Explain the role of job analysis, its process in determining the compensation and rewards and state the value of job evaluation in pay structure design in India. [14M]

**SECTION-II**

- 3 Explain some major decisions in pay-level determination, steps involved in designing a pay survey and explain how the market pay line combines internal job structure with external wage rates? [14M]

OR

- 4 What do you understand by pay for performance compensation plan, its objectives and critically examine the evidence pay for performance plans. [14M]

**SECTION-III**

- 5 What do you understand by performance appraisal, what are the potential organizational consequences of an ineffective performance appraisal system? Discuss modern methods of performance appraisal. [14M]

OR

- 6 Discuss various statutory benefits including health care, employee welfare and retirement benefits towards the compensation fixation of an employee in India. [14M]

**SECTION-IV**

- 7 Discuss the importance of maintaining equity in the compensation of special groups, the components of an executive compensation package, popular perks offered to executives and state the approaches in fixation of compensation for the special groups. [14M]

OR

- 8 Explore the current international pay systems, how changes in political and economic conditions affect pay in every country? and brief the factors affecting to expatriates pay [14M]

**SECTION-V**

- 9 Provide a detailed note government role in compensation management, emphasis on provisions& importance of relevant wage laws in India and state the approaches of public sector pay management. [14M]

OR

- 10** Examine the role of pay commissions in determining the compensation decisions in public sector and explain the current compensation pay models in public sector in India? **[14M]**

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Code No: **R18MBA44****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November 2019****Compensation & Reward Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1** Discuss the process of performing internal alignment, with pay model strategy. **[14M]**

OR

- 2** Explain the person based pay. Discuss on the techniques of job evaluation. **[14M]**

**SECTION-II**

- 3** Discuss the process of designing pay for performance by taking an example of your choice. **[14M]**

OR

- 4** Explain the evidence for pay for performance plans with suitable example. **[14M]**

**SECTION-III**

- 5** Elaborate on traditional methods in performance appraisals and errors in performance appraisal. **[14M]**

OR

- 6** Write in detail about statutory and non statutory benefits . Write short notes on old-age and retirement benefits. **[14M]**

**SECTION-IV**

- 7** Elaborate on the trade union role in wage and salary administration. Give a note on perquisites. **[14M]**

OR

- 8** Discuss in detail the compensation extended to special groups. What are the components of expatriate pay? **[14M]**

**SECTION-V**

- 9** Illustrate the public sector pay management with an example. **[14M]**

OR

- 10** Collective bargaining is the important tool of fixing wages. Comment. **[14M]**  
Discuss the challenges faced in implementing renewed wage structure.

\*\*\*\*\*

Code No: **R17MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****Management of Industrial Relations****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Write about union Structure and Characteristics [14M]

OR

- 2 Explain types of Unions. [14M]

**SECTION-II**

- 3 Briefly explain standing orders and grievance procedure [14M]

OR

- 4 Define strike? Explain different types of strikes. [14M]

**SECTION-III**

- 5 Is employee need bargaining power? Explain [7+7M]

OR

- 6 Explain the features of Industrial Dispute Act 1947? [14M]

**SECTION-IV**

- 7 Explain the Wage Legislation [14M]

OR

- 8 Discuss the payment of Bonus Act 1965 [14M]

**SECTION-V**

- 9 Explain the industrial relations as per 1948 Factories Act [14M]

OR

- 10 What are the benefits for Labour as per Mines Act 1952 [14M]

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Code No: **R17MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Management of Industrial Relations****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 What are unfair Labour Practices. [14M]

OR

- 2 Explain the functions of Trade Union. [14M]

**SECTION-II**

- 3 What are the causes of Disputes? [14M]

OR

- 4 Explain about Major Strikes. [14M]

**SECTION-III**

- 5 Explain a) Adjudication b) Arbitration [7+7M]

OR

- 6 What are the duties of Labour Welfare Officer. [14M]

**SECTION-IV**

- 7 Explain the Labour Wage details. [14M]

OR

- 8 What are the Wages Theories. [14M]

**SECTION-V**

- 9 Write about Technological Change in Mines Act 1952. [14M]

OR

- 10 What type of Establishment are covered under Factories Act [14M]

\*\*\*\*\*

Code No: **R18MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****Management of Industrial Relations****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

**\*\*\*****SECTION-I**

- 1 Briefly explain the Theories of Industrial Relations. [14M]

**OR**

- 2 Describe the types and structures of the Trade Unions in India. [14M]

**SECTION-II**

- 3 Define the Industrial Dispute and causes for Industrial Dispute. [14M]

**OR**

- 4 Briefly explain the Grievance procedure under Industrial employment and standing orders Act 1946. [14M]

**SECTION-III**

- 5 Define the Collective Bargaining, types and it's features. [14M]

**OR**

- 6 Briefly explain the welfare Officer rights and duties under statutory provisions. [14M]

**SECTION-IV**

- 7 Briefly explain the main features of Payment of Wages Act 1936. [14M]

**OR**

- 8 Define the Wage policy and methods involved in determining the Wage Policy. [14M]

**SECTION-V**

- 9 Briefly explain Need, Significance and objectives of Factories Act 1948. [14M]

**OR**

- 10 Briefly explain the significance and objectives of Mines Act 1952.. [14M]

**\*\*\*\*\***

Code No: **R18MBA43****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, November-2019****International Human Resource Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the various Employment Policies across the countries. [14M]

OR

- 2 Briefly explain the nature, scope and components of International Human Resource Management strategy? [14M]

**SECTION-II**

- 3 Briefly explain the factors effecting in Expatriate Selection process? [14M]

OR

- 4 Explain cross cultural issues in International Human Resource Management? [14M]

**SECTION-III**

- 5 Briefly explain various ethical issues involved in Human Resource Management? [14M]

OR

- 6 Briefly explain advantages and disadvantages of virtual organisations? [14M]

**SECTION-IV**

- 7 Explain the Future Organisations and challenges for upcoming Global Managers? [14M]

OR

- 8 Describe the MNCs skill based approach to employee training and development. [14M]

**SECTION-V**

- 9 Define the significant role of Out Sourcing? What are the advantages and disadvantages in International Human Resource Management? [14M]

OR

- 10 Briefly explain Women Expatriates and their Problems in current Global HR Scenario? [14M]

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Code No: R17MBA43

**R17**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Autonomous Institution – UGC, Govt. of India)**

**M.B.A II-Year - I Semester supplementary Examinations, June-2019**

**International Human Resource Management**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the role and significance of Recruitment and Selection in IHRM? [14M]

OR

- 2 Explain the role of employment relations and employment policy across countries? [14M]

**SECTION-II**

- 3 Explain the factors effecting in expatriate selection process? [14M]

OR

- 4 Describe the role and significance of cross-cultural suitability in Recruitment Process? [14M]

**SECTION-III**

- 5 Briefly explain Types and Features of Virtual Organizations [14M]

OR

- 6 Briefly explain various kinds of Ethical Issues involved IHRM? [14M]

**SECTION-IV**

- 7 Describe the role of culture in managing the International Human Resources? [14M]

OR

- 8 Describe the methods of staff training and Development? [14M]

**SECTION-V**

- 9 Explain role and impact of IT on Human Resource Management? [14M]

OR

- 10 Evaluate the Women expatriates and their problems and how it influences the quality of work life? [14M]

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Code No: **R17MBA43****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19****International Human Resource Management****(MBA)**

<b>Roll No</b>										
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Define the basic nature and scope of International Human Resource Management. [14M]

OR

- 2 Explain the various International HR activates you have studied ? [14M]

**SECTION-II**

- 3 Explain the Selection process and factors affecting it in IHRM context? [14M]

OR

- 4 Briefly explain IHRM practices in various nations like USA, UK, Japan. [14M]

**SECTION-III**

- 5 Explain the main Features and types of Virtual Organizations. [14M]

OR

- 6 Briefly describe the significant impact of Globalization on Employment? [14M]

**SECTION-IV**

- 7 Explain the role of Global Managers for future organisations? [14M]

OR

- 8 Discuss the MNC'S Skilled based approach and its significance in today's scenario. [14M]

**SECTION-V**

- 9 Briefly explain global challenges encountered by managers in managing the people. [14M]

OR

- 10 Explain the role of IHRM and its impact on participative Management and Quality circles? [14M]

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Code No: R17MBA41

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Autonomous Institution – UGC, Govt. of India)**

**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**

**Training & Development**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 a) Discuss various trends followed by organization in the training process? [14M]  
b) Explain various career opportunities in training?

OR

- 2 Explain about integrating OD how the learning process affects in aligning training design ? [14M]

**SECTION-II**

- 3 What is Training need analysis (TNA) ?. Explain their model and design. [14M]

OR

- 4 Discuss organizational constraints and developing objectives in TNA ? [14M]

**SECTION-III**

- 5 a)Discuss various training methods followed my organizations? [14M]

b) State example for CBT computer based training their components with examples.?

OR

- 6 Explain how training methods will be matched with outcomes to ensure effectiveness of the training ? [14M]

**SECTION-IV**

- 7 Who are the major players involved in training and development, discuss with their roles and responsibilities ? [14M]

OR

- 8 a)Explain various training and evaluation models available for the organization ? b)Discuss resistance to training evaluation and their types? [14M]

**SECTION-V**

- 9 What are the key areas of organizational training in detail? [14M]

OR

- 10 What is talent management and competency mapping? Explain their types. [14M]

Code No: R17MBA41

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**

**Training & Development**

**(MBA)**

**R17**

<b>Roll No</b>										
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 a) Discuss various trends followed by organization in the training process? [14M]  
b) Explain various career opportunities in training?

OR

- 2 Explain about integrating OD how the learning process affects in aligning training design ? [14M]

**SECTION-II**

- 3 What is Training need analysis (TNA) ?. Explain their model and design. [14M]

OR

- 4 Discuss organizational constraints and developing objectives in TNA ? [14M]

**SECTION-III**

- 5 a)Discuss various training methods followed my organizations? [14M]

b) State example for CBT computer based training their components with examples?

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**SECTION-IV**

- 7 Who are the major players involved in training and development, discuss with their roles and responsibilities? [14M]

OR

- 8 a)Explain various training and evaluation models available for the organization ? [14M]  
b)Discuss resistance to training evaluation and their types?

**SECTION-V**

- 9 What are the key areas of organizational training in detail? [14M]

OR

- 10 What is talent management and competency mapping? Explain their types. [14M]

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Code No: R18MBA45

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**R18**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester Regular Examinations, November-2019**

**Leadership & Change Management**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 Explain the Blake and Mouton's leadership Grid. Describe its strengths and its criticism. [14M]

OR

- 2 Describe the various components of leadership with suitable examples. [14M]

**SECTION-II**

- 3 Elaborate on each leadership style, its applicability covering strengths and criticism. [14M]

OR

- 4 Describe about servant leadership and discuss its implications on the current workforce. [14M]

**SECTION-III**

- 5 Define organization change? Discuss various levels of organization change. [14M]

OR

- 6 Discuss the various sources of power. Explain how politics influence the organisation with suitable example. [14M]

**SECTION-IV**

- 7 What is employee relation discuss the significance and impact of employee relation in manage changing. [14M]

OR

- 8 Discuss on the various steps involved in managing change. [14M]

**SECTION-V**

- 9 Describe the role of communication in change management. Elaborate on the process of developing feedback mechanism. [14M]

OR

- 10 Explain on how to rejoice the abilities of followers. Discuss the mapping process in change. [14M]

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Code No: R17MBA45

**R17**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Autonomous Institution – UGC, Govt. of India)**

**M.B.A II-Year - I Semester supplementary Examinations, June-2019**

**Leadership & Change Management**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

Q. No. 1 Define Leadership. Explain the trait approach to Leadership. [14M]

**OR**

Q. No. 2 Identify and write the different Leadership Studies. [14M]

**SECTION-II**

Q. No. 3 Explain different Leadership styles in services Organizations. [14M]

**OR**

Q. No. 4 Explain in detail about the Transformational leadership and its applications.. [14M]

**SECTION-III**

Q. No. 5 Explain Organizational Structure with detailed. [14M]

**OR**

Q. No.6 What are the applications of Contingency Approach? [14M]

**SECTION-IV**

Q. No. 7 How you evaluating and promoting change in Employee Relations? [14M]

**OR**

Q. No. 8 Explain the Technological changes in Leadership. [14M]

**SECTION-V**

Q. No. 9 What are the feedback Mechanism and skills in Communications? [14M]

**OR**

Q. No. 10 What is the role of HR in Change Management? [14M]

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Code No: R17MBA45

**R17**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II-Year - I Semester Regular Examinations, Dec-18/Jan -19**

**Leadership & Change Management**

**(MBA)**

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

Q. No. 1. What are characteristics of Leadership. [14M]

**OR**

Q. No. 2. Explain the trait approach to leadership . [14M]

**SECTION-II**

Q. No. 3. Explain the ten characteristics of Servant Leader. [14M]

**OR**

Q. No. 4. Explain leadership styles in the organization. [14M]

**SECTION-III**

Q. No. 5. Write types of ethics and explain Management Change. [14M]

**OR**

Q. No.6. How you can explain the Group and Team Level Change. [14M]

**SECTION-IV**

Q. No. 7. What are the employee relations in an Organization. [14M]

**OR**

Q. No. 8. Explain the evaluating and promoting change in the organization. . [14M]

**SECTION-V**

Q. No. 9. How you can explain the Gap and Mapping the Change. [14M]

**OR**

Q. No. 10. Write the importance of Communications in Change Management. [14M]

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