

R09

Code No: E5305

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – III Semester Examinations, February -2012

CONSUMER BEHAVIOR

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. What are the important factors in understanding consumers and market segment?
Discuss.
2. Define Attitude. What are the factors that influence attitude formation?
3. What is the impact of cultural environment on consumer behavior?
4. Explain the different influences on consumer behavior.
5. What are the factors involved in persuasive communication and diffusion of innovation? Discuss.
6. Discuss Pre – purchase, Purchase and Post – purchase processes.
7. What is consumerism? What are the environmental concerns of consumerism?
8. Explain the important provisions relating to consumer protection Act, 1986.

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MBA - III Semester Examinations, January 2011
CONSUMER BEHAVIOR**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. Explain the concept of market segmentation. And how it differs from market aggregation?
2. Define the consumer behaviour. Explain the need of the study of consumer behaviour.
3. What is motive? Explain different roles of motives influencing behaviour.
4. Describe Engel-Kollat-Blackwell (EKB) Model of buyer behaviour.
5. Describe about Brand loyalty.
6. Explain consumer protection act of 1986.
7. What are the various measurement techniques of opinion leadership?
8. Explain the stages in persuasive communication.

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Code No: E5302**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA - III Semester Examinations, January 2011****COST AND MANAGEMENT ACCOUNTING****Time: 3hours****Max.Marks:60**

Answer any five questions
All questions carry equal marks

- - -

1. List out the different methods of costing and explain their practical application?
2. Define factory overheads explain the different methods of absorption of factory overheads?
3. What is a cost-sheet? Explain the purpose served by it?
4. State the features and characteristics of process costing?
5. Explain the significance and objectives of a break even chart and state the factors which would cause the breakeven point to change.
6. What are the specific cost and non-cost factors that are considered before a make (or) by decision is taken?
7. From the following forecast of

Month	Sales Rs	Purchases Rs	Wages Rs	Factory expenses Rs	Office expenses Rs
July	80000	40000	5600	3900	10000
August	76500	42000	5800	4100	12000
September	78000	38500	5800	4200	14000
October	90000	37500	5900	5100	16000
November	95000	43000	5900	6000	13000

Sales commission of 4% on sales due in the month following the month in which the sales dues are collected, is payable in addition to office expense. Fixed assets worth Rs 65000 will be purchased in September to be paid for in the following month. Rs 20000 in respect of debentures interest will be paid in October. The period of credit allowed to customers is two months and one month credit is obtained from suppliers of goods. Wages are paid on an average fortnightly on 1 and 16 of each month in respect of dues for period ending on the date preceding such days. Expenses are paid in the month in which they are due

8. For a unit of product A, the standard data is given below.

Material 5 kg @ Rs. 40 per kg 200

Labor.... 40 hrs. @Rs 1.00 per hour 40

240

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Actual data

Actual production 100 units

Materials: 490 kg. @ Re. 42 each Rs. 20,580

Labour: 3960 hrs @Rs. 1.10 per hour	<u>4356</u>
	<u>24936</u>

Calculate material variance and labour variance

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R09**Code No: E5302****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA – III Semester Examinations, February -2012****COST AND MANAGEMENT ACCOUNTING****Time: 3hours****Max. Marks: 60****Answer any five questions
All questions carry equal marks**

1. Distinguish between a) cost centre and cost unit b) opportunity cost and imputed cost © explicit and implicit cost?
2. The following details are available from the books of ruby engineering ltd. For the year 31st march 2009.:annual consumption(units)6000, cost of placing an order - 400, annual carrying cost (Rs.per unit) - 40, normal usage (units per week) - 120, minimum usage (units per week) - 60, maximum usage (units per week) - 140, re-order period (weeks) – 6 - 8. Calculate re-order quantity, reorder level, minimum level, maximum level, average stock level.
3. What is ABC? What are the important characteristics of ABC?
4. Discuss the problems of controlling the selling and distribution overheads.
5. A product passes through two process desired before it is transferred to finished stock. The following information is obtained for the month of March 2008.

	Process-I	Process-II	Finished stock
Opening stock	8500	9200	20000
Direct material	12000	14000	---
Direct wages	10200	10400	---
Production overheads	9500	5000	---
Closing stock	3500	5000	14000
Profit% on transfer price to next process	30%	25%	----
Inter process profit for opening stock	----	1200	7250

Stock in process is valued at prime cost and finished stock has been valued at price which was received from process -II. Sales during the period were Rs.200000. Compute process cost account, actual realized profit, stock valuation for balance sheet.

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6. Explain the meaning of business budget. How does it serve as an instrument of control?
7. Define variance analysis. What are the ways of disposing cost variances?
8. XYZ Ltd has prepared the budget for the production of one lakh units of the only commodity manufactured by it for a costing period as follows:
raw material - Rs.2.52, direct labour - Rs.0.75, direct expenses Rs.0.15, work overhead (60 % fixed) - 2.00, administrative overhead (80% fixed) - 035, selling over head (50% over head) - 020. The actual production during the period was only 40000 units. Calculate the revised budget cost per unit.

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Code No: E5316**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA – III Semester Examinations, February -2012****DERIVATIVES****Time: 3hours****Max. Marks: 60**

Answer any five questions
All questions carry equal marks

1. Explain the different types of financial derivatives. Discuss the uses of derivatives.
2. Discuss the regulatory framework and also objectives in Indian derivatives market with examples.
3. “Hedging is the basic functions of futures market”. Discuss the statement in the light of uses of futures contract.
4. “Forward contracts act as fore-runners of future market”. Critically evaluate the statement in the light of growth forward market worldwide.
5. “Option writer has limited profit and unlimited losses whereas option buyer has limited losses and unlimited profits.” Critically evaluate the statement with example.
6. “Plain vanilla swap is simplest form of interest rate swap contract available in interest rate swaps market.” Discuss with a suitable examples along with its structure and mechanism.
7. Consider the following data:

Stock price	=	Rs.50
Months to expiration	=	3 months
Risk-free rate of interest	=	10% p.a
Standard deviation of stock	=	40%
Exercise price	=	Rs.55
Option type	=	European call

Calculate the value of call option as per Black-Scholes model.
8. Write a detailed note on implied price volatility and its implications in option pricing.

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Code No: E5316

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, Jan/Feb 2011

DERIVATIVES

Time: 3hours

Max. Marks: 60

Answer any five questions

All questions carry equal marks

- - -

1. Explain the term financial derivatives, what are its important features? Explain with suitable examples.
2. Distinguish between forward contracts and future contracts with suitable examples?
3. Explain the features of options and its types? What are the differences between futures and options?
4. Define the swap. Explain its features advantages and disadvantages.
5. Explain currency futures.
6. Discuss the nature of currency swaps and explain different types of currency swaps.
7. What do you mean by Hedging? Explain the basic features of Hedging.
8. Spot price of one year non dividend paying stock is Rs.240/-Interest rate is 15%.Establish forward price using arbitrage argument. What transactions will be undertaken if the forward price is Rs.248/-.

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Code No: E5301

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations January 2011
ENTREPRENEURSHIP AND GOOD GOVERNANCE**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. Explain the features of Sole Proprietorship. What are the advantages and disadvantages of this form of organization?
2. Explain Risk Reduction Strategies for new entry exploitations.
3. What is SWOT analysis? How it will be useful in the promotion of a new enterprise?
4. Define Patent, Trade Marks and Intellectual Property Rights. Why the knowledge of these matters is required for a New Entrepreneur?
5. Define Business Ethics. What factors affect Ethical choices? What are the elements of building an ethical organization?
6. Write short notes on :
 - a) Justification for ethics
 - b) Corporate Climate.
7. Define Corporate Governance. Who are the major stakeholders in Corporate Governance? What are the principles of Corporate Governance and Its importance?
8. Define Corporate Social Responsibility. What are the areas of Corporate Social Responsibility that are important for an organization?

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Code No: E5301**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA – III Semester Examinations, February -2012****ENTREPRENEURSHIP AND GOOD GOVERNANCE****Time: 3hours****Max. Marks: 60**

Answer any five questions
All questions carry equal marks

- - -

1. Compulsory

“Capitalize on the opportunities and make the best out of it“. This is the tarak mantra that an entrepreneur should follow. If you are an entrepreneur, it starts with your ability to recognize opportunities. Next you will need research skills to figure out whether you have uncovered a viable opportunity as well as the ability to create an innovative idea. Once you are all fired up with your idea, you will need to communicate your vision to prospective partners and investors.

With reference to the above para:

- a) Explain ‘ability to perceive and preserve basic ideas’ as a factor in the process of sensing opportunities.
 - b) Explain first mover advantage and disadvantage with example of solar lights & Heaters.
2. “Big fish eats Small fish”. Explain the precautions/strategies an entrepreneur should take to counter defensive and offensive strategies of the competitors.
 3. Discuss the role of NGO’s and government in helping companies to attain its CSR objectives. Give Examples.
 - 4.a) Explain various legal requirements to be followed by an entrepreneur to protect his/her inventions.
 - b) Explain what you understand by Shadow Economy.
 - 5.a) Discuss corporate climate audit.
 - b) Discuss Indian model of corporate governance.
 6. What is the role of OECD in building effective corporate governance?
 “CSR is not just planting trees and replanting the same or adopting a village for the sake of it.” What else?
 - 7.a) What are the steps taken by CII in enhancing good governance in Indian corporates?
 - b) Discuss GE Moore’s philosophy.
 8. With one example for each write short notes on
 - i) Ethics followed in advertisements
 - ii) Values and culture
 - iii) Concept of Ethical investing

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Code No: E5311

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – III Semester Examinations, February -2012

FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. Define financial systems. Explain the structure and the features of Indian financial system.
2. Explain the organizational structure of commercial banks. What are the functions recently introduced in Indian commercial banks?
3. Explain the role of SEBI in the primary and secondary markets.
4. Define credit rating. What is the nature and functions of credit rating agencies?
5. Explain the role and functions of an underwriter.
6. Discuss the various challenges faced by Indian Insurance sector.
7. Explain government securities market in India.
8. What are the functions and types of venture capital financing? Explain the current trends in the venture capital business in India.

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Code No: E5311

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

FINANCIAL INSTITUTIONS, MARKETS AND SERVICES

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. What are financial instruments? What are their characteristic features?
2. State the steps taken by RBI to promote the bill market in market?
3. How does SEBI protect the interest of investors? Explain.
4. What are the various challenges of insurance sector?
5. What is the superseding power of the central government under the IRDA act 1999?
6. Bring out the features of commercial bill discounting?
7. What is meant by private placement? What are its features?
8. State the steps under taken by the government to strengthen the co- operative banks.

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Code No: E5312

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, January 2011
MANAGEMENT OF INDUSTRIAL RELATIONS**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. Define the term 'Industrial Relations'. Bring out its importance.
2. Explain the strategies and techniques adopted by the management to keep their plants union-free.
3. How collective bargaining strategy helps to meet the challenges of globalization? Explain.
4. What is tripartism? Discuss the various types of tripartism.
5. Write a note on Factories Act. 1948.
6. Bring out clearly the contemporary issues in wage systems.
7. What is employee Grievance? Discuss the causes of Grievances, at work place.
8. What is labour Policy? Outline the labour Reforms.

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Code No: E5312

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
MANAGEMENT OF INDUSTRIAL RELATIONS**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. What is Industrial Relations? Discuss the role of the various parties in Industrial Relations.
2. Explain the issues and challenges in management of trade unions in India.
3. Define Collective bargaining. What are the different levels in collective bargaining? Explain the recent changes in the legal framework for collective bargaining.
4. How can you strengthen a tripartite social dialogue? What is the role of Government in industrial relations?
5. What are the essential provisions of Workmen's compensation Act? Explain.
6. Factories Act provides a comprehensive framework to govern issues relating to health, safety and welfare of factory workers. Do you agree? Evaluate this statement critically,
7. What is the machinery available under Industrial Disputes Act to prevent/settle industrial disputes? Explain.
8. Write short notes on any **two** of the following:
 - a) Quality of Work Life
 - b) Workers' Participation in Management
 - c) Negotiated Flexibility

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Code No: E5310

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – III Semester Examinations, February -2012

MARKETING COMMUNICATIONS

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. What is marketing communication? Describe the steps in integrated Marketing communication.
2. Explain the purpose and functions of advertising in marketing mix.
3. What is target marketing? Explain the DAGMAR approach to set objectives.
4. What is creative Advertising? Discuss the new trends in Advertising.
5. What is Brand planning? How do you manage brands with current trends of Advertising? Explain with examples.
6. Explain the implications of reverse engineering in product management.
7. Write a note on:
 - a) Brand lifecycle.
 - b) Brand loyalty.
 - c) Brand repositioning
 - d) Symbiotic branding
8. What are the brand extension strategies in Indian context? Explain.

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Code No: E5310

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - III Semester Examinations, January 2011

MARKETING COMMUNICATIONS

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. What is marketing communication? Describe the steps in integrated Marketing communication.
2. Explain the purpose and functions of advertising in marketing mix.
3. What is target marketing? Explain the objectives of target marketing.
4. What is creative Advertising? Explain the effects of creative Advertising.
5. What is Brand planning? How do you manage brands with current trends of Advertising? Explain with examples.
6. Explain the implications of reverse engineering in product management.
7. Write a note on
 - a) Brand lifecycle.
 - b) Brand loyalty.
 - c) Brand positioning.
8. What are the brand extension strategies in Indian context? Explain.

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Code No: E5206

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - II Semester Examinations, February 2011
PRODUCTION AND OPERATIONS MANAGEMENT**

Time: 3 hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. a) Define Production and Operations Management (POM). State its objectives.
b) Explain the current scenario of POM.
2. a) State the considerations are to be made for process selection.
b) Explain the fast diagram of value analysis taking a wooden pencil as example.
3. a) Suppose you are interested to start cement industry, list out the factors to be considered for identifying the location of considered industry.
b) Distinguish between process layout and product layout.
4. a) Define an aggregate production plan. State its objectives.
b) Vultex Fibers produces a line of sweat clothes that exhibits a varying demand pattern. Given the following demand forecast, production costs and constraints, design a production plan for Vultes using the transportation method of LP. Also calculate the cost of production plan.

Period	Demand
September	100
October	130
November	200
December	300

Max. Regular production 100 units/month
Max. Overtime production 50 units/month
Max. Subcontracting 50 units/month
Regular production costs Rs.10/unit
Overtime production cost Rs.25/unit
Subcontracting cost Rs.35/unit
Inventory holding costs Rs.5/unit/month
Beginning inventory 0.

5. a) Find the sequence that minimizes total elapsed time (in hours) required to complete the following jobs on three machines M_1 , M_2 and M_3 in that order. Also calculate minimum makes pan time.

Cont...2

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Jobs \ Machines	A	B	C	D	E
M ₁	8	3	7	2	5
M ₂	3	4	5	2	1
M ₃	8	7	6	9	10

- b) Explain the features of various charts used in Line of Balance (LOB).
6. a) Define method study. State its objectives.
b) Write a formula for determining the standard time by Work Sampling. Discuss the advantages of Working Sampling over time study.
7. a) Explain operation of single and double sampling plans. State the advantages of double sample plan over single sampling plan.
b) Explain the basic steps in gaining ISO 9001 registration.
8. A project is composed of time activities whose time estimates are given below:

Activity	Activity times		
	Optimistic time	Most likely time	Pessimistic time
1-2	5	8	17
1-3	7	10	13
2-3	3	5	7
2-4	1	3	5
3-4	4	6	8
3-5	3	3	3
4-5	3	4	5

- a) Draw the network and expected project duration.
b) Determine the probability that the project will be completed in 28 days or less.

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Code No: E5307

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
RECRUITMENT AND SELECTION**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. What guidelines are followed to make the recruitment process succeed?
2. Elaborate different Innovative recruitment sources. What are their advantages and disadvantages?
3. What is Job Description? What is its relevance in interview and selection?
4. What is interview? How to do planning for interview? Prepare a set of questions based on the different facets of the applicant profile.
5. Pre-employment testing is essential prerequisite for recruitment. Do you agree? Justify.
6. What are the methods followed for Background and Reference Check. What are the policy guidelines you will follow?
7. What are ability tests? What are the different ability tests in existence?
8. What are the recruitment and selection processes abroad? Write the practices adopted in Australia and China.

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Code No: E5307

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, January 2011
RECRUITMENT AND SELECTION**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. Explain the recruitment challenges in the modern context.
2. Explain the importance of Job Description in the recruitment process. How do you ensure the competency management in a manufacturing organization?
3. Explain the guidelines for releasing and obtaining information relating to pre-employment testing.
4. Write short notes on **two** of the following.
 - a) Role of Ability Tests in Recruitment
 - b) Reference check
 - c) Competency Based Questions
 - d) Probing Questions
5. What are ability tests? Explain different types of ability tests in vogue.
6. Pre-employment testing is essential prerequisite for recruitment. Do you agree? Justify.
7. Explain the importance of Career Websites. Does these Websites serve the purpose of Recruitment? Discuss.
8. What are the sources of recruitment? Explain the sources of proactive and reactive recruitment.

R09

Code No: E5315

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
RETAILING MANAGEMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. What are the types of retailers you come across in our country based on merchandise and pricing? Discuss the format adopted by them.
- 2.a) What are the responsibilities and functions of HR manager of a retail chain?
b) Discuss the issue of centralization and decentralization in organization structure of retail chain.
- 3.a) What are the merits and demerits of global sourcing in merchandise planning?
b) What is the importance of buying cycle in merchandise planning?
- 4.a) Outline some of the ethical issues of retail pricing.
b) How do retailers set prices according to anticipated demand for the products?
- 5.a) What are the categories of store layout designs aimed at traffic flows?
b) What are the various functions fulfilled by signage?
- 6.a) What is index of retail saturation?
b) What is the importance of housekeeping in store management?
7. What are the various factors to be considered for choosing a store in metro city?
- 8.a) What are the reasons for region-wise disparity in growth of organized retailing in India?
b) What are the future prospects for retailing in India?

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Code No: E5315

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, Jan/Feb 2011
RETAILING MANAGEMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. a) What are the various functions carried out by a retailer?
b) What are the characteristics of a multiple chain store?
2. a) What are the major components of a retail mix?
b) What are the roles and responsibilities of HR manager in retailing management?
3. a) What is meant by depth and width of merchandise? What is its importance?
b) What are the advantages and disadvantages of buying merchandise centrally?
4. What are the various factors that determine pricing of merchandise in retailing?
5. a) What are the key elements of retail store operation?
b) What is atmospherics? What is its importance to the image of the store?
6. a) What is Reilly's law? What are its merits and demerits in location planning?
b) What factor will you take into account for choosing a location for men's wear store?
7. a) What makes organized retailing attractive proposition in India?
b) What is the contribution of IT in effective retailing strategy?
8. Write short notes on any **three**
 - a) Stock keeping unit
 - b) Footfalls
 - c) Non store retailing
 - d) Visual Merchandising.

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Code No: E5306

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3hours**Max. Marks: 60**

Answer any five questions
All questions carry equal marks

- - -

- 1 Explain the following:
 - a) What do you understand by Stock Markets, what is the role of BSE & NSE in price discovery?
 - b) How far SEBI able to provide investor protection in view of volatilities Sensex of BSE & NSE?

2. Explain the following:
 - a) What is Sharpe's Single Index Model?
 - b) Explain the features of EMH-1, EMH-2 & EMH-3, are Indian markets are really efficient.

3. What do you mean by active & passive bond strategies and bond Immunisation, what is the impact of interest rate risk & reinvestment rate risk?

4. Explain the following:
 - a) Technical Analysis use of charts
 - b) Fundamental Analysis use of CAGR & Earning Multiples

5. Explain the following:
 - a) Structure, Organisation & Players in MFIs and their role in investor protection?
 - b) Differentiate Put & Call Options and how many standard number of options available?

6. Determine Portfolio Risk if $W_a = 30$, $W_b = 70$, $SD_a = 25$, $SD_b = 30$, If $R_{ab} = +0.80$, 0.00 , -0.90 ? Also determine total Return of A & B, if Return on Security A is 28% & B is 32%.

7. Write Short Notes on the following:
 - a) Meaning & Concept of DMAT A/c, Electronic Limit Order Book, CSDL & NSDL.
 - b) Exchange Traded Funds

8. Write Short Notes on the following:
 - a) Duration of a Bond
 - b) The procedure to determine the price of unlisted securities of public limited companies.

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, January 2011
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3hours

Max. Marks: 60

Answer any five questions
All questions carry equal marks

- - -

1. What are Financial Markets & Instruments, how do they support investors & Stock Markets?
2. Determine portfolio risk involved with the help of following information:

No	Scrip Name	Weight of Scrip (%)	Standard Deviation (%)	Correlation between I & J
1	I	30	45	-0.90
2	J	70	10	

3. Determine Expected Rate of Return for Scrips A & B:

No	Scrip Name	Risk Free Rate of Return (%)	Return on Market Portfolio (%)	Beta
1	RIL	15	25	+1.65
2	RTL	15	20	+0.85

4. What are active & passive Bond Valuation Strategies?
5. Explain the following
 - a) Dividend Discount Model
 - b) Market Value Added
 - c) Book Value per Share & Market Value per Share
6. Differentiate Industry & Company Analysis models?
7. Write short note on the following.
 - a) Swaps
 - b) Forward Markets
 - c) Future Markets
8. What is the glory of Indian MFIs after 1992, how do evaluate performance of MFIs & what are the parameters?

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Code No: E5304

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
STRATEGIC MANAGEMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. Define Environmental Scanning. What is the need of Environmental Scanning?
What are the Environmental Scanning techniques?
2. Write short notes on:
 - a) Offensive and defensive strategy
 - b) Entry and Exit barriers.
3.
 - a) Explain the BCG Matrix.
 - b) What are generic strategies?
3. Exporting Goods is one of the strategies for Competing in the Global Market?
What are the other strategies for Competing in the Global Market?
4. Executive Consultants or Turnaround specialists are best suited for the job of
Managing Turnaround. Explain how to Manage Turnaround.
5. Explain the difference between Merger, Acquisition and Joint Venture. What are
the ways to handle strategic change?
6. Explain the process of Evaluation and Control.
7. Write Short notes on :
 - a) Qualitative and Quantitative benchmarking to evaluate performance.
 - b) Strategic Audit.

R09

Code No: E5317

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA – III Semester Examinations, February -2012
TRAINING AND DEVELOPMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. Discuss the scope and significance of training with suitable illustrations.
2. What is training needs analysis? What is the role of individual motivation in training?
3. Proper content development and sequencing influences the success of any training. Elaborate with suitable illustrations.
4. Why do we need to compare the training methods with the objectives of training? What are the various methods of training used in industry today?
5. 'Post training support at workplace is needed for effective work performance', Comment.
6. What is training systems development? Discuss the dynamics of training systems development.
7. Discuss the role of coaching, counseling and mentoring in empowering people at work.
8. Answer any two of the following.
 - a) Organisational culture and its influence on training
 - b) Learning process and facilities
 - c) Action research for better training

R09

Code No: E5317

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, Jan/Feb 2011
TRAINING AND DEVELOPMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. Explain in brief Training Choices and their Dynamics.
2. Write short notes of the following
 - a) Training strategy
 - b) Establishing objective and preparing partners
3. Explain the need of designing a Training programme? Brief out the important elements of it?
4. What is meant by Training Style? Briefly explain personal needs, power and influence of Trainer?
5. Describe the need for evaluators and the issues of Evaluation in detail.
6. Discuss in detail various Training Methods?
7. Write a brief note on Training system development and different approaches to system development?
8. State and explain different types of instruments for training?

JNTUWORLD

R09

Code No: 26

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-II Semester Regular Examinations July 2010

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal Marks**

- - -

1. a) What are the objectives of production management. Discuss.
b) Write the history of operations management.
2. How does design for manufacturability work? How are DFM and value Engineering different? Explain with examples.
3. Why is location a strategic decision? What are the factors that affect the choice of locations? Which of those factors can be measured using objective measurements and which cannot? Describe and explain your answer.
4. Name the important factors that influence choice of strategy in aggregate planning. Are these options also applicable to service organization? What special difficulties do services pose for aggregate planning?
5. The precedence relationship for the operations in an assembly line is as follows:

Task	A	B	C	D	E	F	G	H	I	J	K
Immediate Predecessors or	--	--	A	B	A	C,E	C,D	F,G	C,E	H,I	J
Time (min)	4	3	2	3	6	1	6	2	1	1	5

Balance the line if the cycle time is 9 min.
6. a) What is the purpose of work measurement? What are the uses of work measurement?
b) Write about human factors in the application of work study? What are the applications of work study?
7. a) Why range method is preferred for process capability study?
b) What is OC curve? Explain its characteristics.
8. The normal and crash times and direct costs for the activities of a project are shown below:

Cont....2

Code No: 26

::2::

Activity	Time (weeks)		Cost (Rs.)	
	Normal	Crash	Normal	Crash
1-2	5	2	6000	9000
2-4	6	3	7000	10000
1-3	4	2	1000	2000
3-4	7	4	4000	58000
4-7	9	5	6000	9200
3-5	12	3	16000	19600
4-6	10	6	15000	18000
6-7	7	4	4000	4900
7-9	6	4	3000	4200
5-9	12	7	4000	8500

- i) Draw the network diagram.
- ii) Determine all normal critical paths.
- iii) Find the minimum cost project schedule if the indirect costs are Rs.1000/- per week.

R09

Code No: E5304

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA - III Semester Examinations, January 2011
STRATEGIC MANAGEMENT**

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

- - -

1. Describe the strategic decision taken by a global firm with which you are familiar over the last five years.
2. Explain the difference between related and unrelated diversification.
3. Define the terms mergers and acquisitions. Explain its models.
4. Discuss about porters five forces frame work.
5. What is strategic surveillance? Guidelines for strategic control in the organization.
6. Explain strategic leadership, its relation with strategy and culture.
7. Define diversification. The reasons why firm diversify.
8. Define corporate evaluation and its impact in the Indian and international context.
