MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I-Year - II Semester Supplementary Examinations, DEC 2021
Financial Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

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SECTION-I

1   a) Rs 2,000 is to be received at the end of year 1, Rs.4, 000 at the end of year 2   **[8M]**
and Rs. 5,000 at the end of each of next 8 years. These receipts are equivalent in
value to how much to day, assuming an interest rate of 6% and 12%.

b) Rs.1,000 deposited at the beginning of each of the next 4 years at an interest   **[7M]**
of 10% and 15% options equivalent to how much rupees at the end of 4 years if
they compounded annually?

OR

2   a) Explain the nature and scope of Financial Management.   **[10M]**
b) Explain the goals of finance function with examples.   **[5M]**

SECTION-II

3   ABC Co. Ltd. is proposing to mechanize their operations. Two proposals A and B in the   **[15M]**
form of quotations have been received from two different vendors. The proposal in each
case Rs. 6,00,000. A discount factor of 12% is used to compare the proposals. Cash
flow after tax are likely to be as under:

Cash flows after Tax (CFAT) in Rs.		
Year	Proposal – A	Proposal – B
1	1,50,000	50,000
2	2,00,000	1,50,000
3	2,50,000	2,00,000
4	1,50,000	3,00,000
5	1,00,000	2,00,000

Which one do you recommend under Net Present Value method?

OR

4   a) . What are the objectives of capital budgeting? Illustrate the factors influencing   **[7M]**
investment Decisions
b). Explain the importance of cost of capital in capital budget decisions.   **[8M]**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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M.B.A I Year II Semester Supplementary Examinations, December 2021
Marketing Management
(MBA)

Roll No

Time: 3 hours **Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

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SECTION-I

1. a). Define marketing management, its scope and explain the concepts. **[8M]**
   b). Brief on the marketing environment and how it impacts on marketing decisions in developing markets. **[7M]**

OR

2. Define Marketing. Explain the marketing research process. **[15M]**

SECTION-II

3. How do you identify, analyze the marketing opportunities and discuss the consumer buying behavior process. **[15M]**

OR

4. What are the primary differences between products and services? Discuss the product management decisions. **[15M]**

SECTION-III

5. Define market segmentation and discuss the different bases for segmenting consumer markets. **[15M]**

OR

6. What do you understand by STP in marketing management, discuss the segmentation process, criteria, bases of segmentation of consumer, business markets and brief on bases of target market selection. **[15M]**

SECTION-IV

7. Recommend suitable levels of channel distribution with justification, for the following products.
   i) Smart phones **[4M]**
   ii) Office furniture **[4M]**
   iii) Chocolates **[4M]**
   iv) Facial cream **[3M]**

OR

8. Discuss the role of channel members and explain three level channel distribution in detail. **[15M]**

SECTION-V

9. What do you understand by pricing in the marketer point of view? State the factors influencing on pricing for an electronic goods and make a detailed note on broad categories of pricing methods. **[15M]**

10   Answer the following
  a. WOM   **[5M]**
  b. Retail Management,   **[5M]**
  c. Global Marketing.   **[5M]**

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Code No: R15MBA21
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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M.B.A I Year II Semester Supplementary Examinations, December 2021
Business Ethics and Corporate Governance
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 75**
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.
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SECTION-I

1   Discuss the levels of business ethics and the five myths about business ethics.   **[15M]**

OR

2   What are the stages of moral development and what are the principles of ethics?   **[15M]**

SECTION-II

3   Explain about professional ethics in general and ethics of Finance and Accounting   **[15M]**
     professionals specifically.

OR

4   Compare and contrast dilemma and ethical dilemma and describe how mounting   **[15M]**
     scandals damage companies.

SECTION-III

5   Discuss about the social, political, ethical and psychological dimensions of cyber- **[15M]**
     terrorism.

OR

6   Explain about mind set and skills of hackers and other cyber criminals.   **[15M]**

SECTION-IV

7   Does good governance really matter to corporations and what is the importance of **[15M]**
     corporate governance?

OR

8   Describe about the Indian model of corporate governance.   **[15M]**

SECTION-V

9   What are the OECD Principles of corporate governance and what is their   **[15M]**
     significance?

OR

10   Explain how the corporate governance takes place in banks and what role does it **[15M]**
     play in banks?

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, December 2021
Management Information Systems
(MBA)

Roll No | | | | | | | | | |

Time: 3 hours   Max. Marks: 75

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

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SECTION-I

Q. No. 1 Discuss the Nature and Scope of Management Information Systems **[15M]**

OR

Q. No. 2 Describe about the structure and classification of MIS**. [15M]**

SECTION-II

Q. No. 3 What is E-Commerce? Explain different application of E-commerce. **[15M]**

OR

Q. No. 4 a) Discuss the components of Decision support system? **[7M]**

   b) What is Knowledge Management and how do Knowledge Management System help business entities while achieving their objectives? **[8M]**

SECTION-III

Q. No. 5 Explain the following:
   a. The issues in IS security and control **[8M]**
   b. Evaluation and maintenance of IS **[7M]**

OR

Q. No.6 What is ITES? Explain its need and significance. **[15M]**

SECTION-IV

Q. No. 7 Mention the various approaches that are available for developing MIS. **[15M]**

OR

Q. No. 8 Explain briefly the tools of structured analysis. **[15M]**

SECTION-V

Q. No. 9 Discuss the origin of cyber crime. Who are the cyber criminals? **[15M]**

OR

Q. No. 10 Explain in detail Indian Information Technology Act 2000. **[15M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, December 2021
Quantitative Analysis for Business Decisions
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

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SECTION-I

1   Explain the applications of Operations Research (OR) in different functional areas of Management.   **[15M]**

OR

2   Discuss the practices, opportunities and short comings of using an Operations Research (OR) model.   **[15M]**

SECTION-II

3   Describe the application areas of Linear Programming Problem (LPP) and guidelines for formulation of LPP.   **[15M]**

OR

4   Solve the following LP problem by Simplex method: **[15M]**
Max $Z=4X_1+3X_2$
Subject to $2X_1+X_2 \leq 1200$
         $X_1+X_2 \leq 700$
       $3X_1+4X_2 \leq 2400$ and
        $X_1, X_2 \geq 0$

SECTION-III

5   Solve the following Transportation problem using MODI method: **[15M]**

	D1	D2	D3	D4	Supply
S1	19	30	50	10	7
S2	70	30	40	60	9
S3	40	8	70	20	18
Demand	5	8	7	14	**34**

OR

6   A salesman has to visit 5 cities A, B, C, D and E. He wishes to start from a particular city, visit each city only once and then return to the starting city. The cost of traveling from a city to another city is given as follows. Determine the least cost route.   **[15M]**

To From	A	B	C	D	E
A	---	12	15	17	11
B	16	---	13	18	12
C	18	17	---	14	17
D	21	14	18	---	16
E	11	13	12	18	---

SECTION-IV

7 What is game theory and what are its assumptions, elements and framework? **[15M]**

OR

8 A glass factory specializing in crystal is developing a substantial backlog and the firm's management is considering three courses of actions and three types of demand as shown in the following table: **[15M]**

Demand	Probability	Courses of Action		
		Subcontracting	Begin overtime	Construct facilities
Low	0.10	10	-20	-150
Medium	0.50	50	60	20
High	0.40	50	100	200

Show this decision in the form of a decision tree and indicate the most preferred decision and corresponding expected value.

SECTION-V

9 **[15M]**

Activity	Immediate Preceding	Time estimates(days)		
		Optimistic	Most Likely	Pessimistic
A	-	4	7	10
B	A	3	9	10
C	A	5	6	7
D	B	2	4	5
E	C	3	6	10

From the details given in the above table find out the following:
1. What is the expected completion time of the project?
2. What is the probability of completing the project in 21 days?
3. **What is the probability of completing the project in 17 days?**

OR

10 **[15M]**

Activity	Predecessor Activity	Normal time	Crash time	Normal cost	Crash cost
A	-	2	1	10,000	15,000
B	-	8	5	15,000	21,000
C	A	4	3	20,000	24,000
D	B	1	1	7,000	7,000
E	B	2	1	8,000	15,000
F	C,D	5	3	10,000	16,000
G	E	6	2	12,000	36,000

Find the minimum possible time of the project and the cost associated with this.
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SECTION-III

5 a) Define Capital Structure? How it differ from Financial Structure?   **[5M]**

b) Explain the theory of irrelevancy of capital structure proposed by Modigliani **[10M]**
and Miller?

OR

6   From the information given below calculate the operating leverage, financial **[15M]**
leverage and combined leverage of company 'A' and company 'B'.

Particulars	Company A (Rs)	Company B(Rs)
Sales	60,00,000	80,00,000
Variable cost	20,00,000	25,00,000
Fixed cost	12,00,000	16,00,000
Interest	4,00,000	10,00,000

Which company in your opinion has greater risk and why?

SECTION-IV

7   What is meant by Dividend? Explain various Dividend theories with formulae?   **[15M]**

OR

8   Critically examine the assumptions underlying the irrelevance hypotheses of MM **[15M]**
regarding dividend distribution?

SECTION-V

9   a) What are the Motives of Cash Management? Explain what the different methods of **[10M]**
preparing are the Cash Budget?

b) Explain various types of working capital.   **[5M]**

OR

10   a. Explain the determinants of the size of investment in receivables.   **[5M]**

b. What is receivables management? Explain the objectives of receivables   **[10M]**
management.

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