

Code No: **R15MBA14****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, February/March 2021**Financial Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 75**Answer Any **Five** Questions

All Questions carries equal marks.

- 1 "Financial management is the process of putting the available funds to the best advantage from the long term point of view of business objectives." Discuss? And also explain the functions of financial management? [15M]

- 2 Define the scope of financial management. What role should the financial manager play in a modern enterprise? [15M]

- 3 A project expected cash flows are as follows [15M]

Year	0	1	2	3	4	5
Cash Flows	70,000	20,000	15,000	20,000	25,000	20,000

Calculate i) Pay Back Period ii) Net Present Value @ 10% PV Factor.

- 4 a) What is cost of equity? Write a note on the approaches available for computation of cost of equity [8M]

- b) What is cost of preference capital? How do you calculate cost of redeemable and irredeemable preference shares? [7M]

- 5 From the information given below calculate the operating leverage, financial leverage and combined leverage of company 'x' and company 'y'. [15M]

Particulars	Company X (Rs)	Company Y (Rs)
Sales	50,00,000	80,00,000
Variable cost	20,00,000	25,00,000
Fixed cost	12,00,000	15,00,000
Interest	5,00,000	10,00,000

Which company in your opinion has greater risk and why?

- 6 Briefly discuss about capital structure theories [15M]

- 7 What is the importance of dividend decision in the firm? Explain the factors affecting on dividend policy. [15M]

- 8 Prepare cash budget for the 3 months ending on 30.06.2016 from the following information. [15M]

a)

Month	Sales	Materials	Wages	Overheads
Feb	26,000	12,600	5,000	2,700
Mar	15,000	9,000	3,000	1,900
Apr	16,000	9,200	3,200	2,000
May	17,000	20,000	3,600	2,200
June	18,000	12,400	4,000	2,300

b) **Credit terms are:**

Sales/debtors – 10%, sales are on cash, 50 % of the credit sales are collected in the next month and the balance in the following month.

- Creditors(suppliers) -2 Months
- Wages-1/4 month; Overheads – ½ month

c) Cash balance as on 1st April 2016 is expected to be Rs. 10,000.

d) **Other information:** Machinery will be installed in Feb. '16 at a cost of Rs. 96,000. The monthly instalment of Rs. 2,000 is payable from April onwards.

Dividend at 5% on preference share capital of Rs. 2, 00,000 will be payable in the month of June.

Advance to be received for sale of vehicle Rs. 9,000 in June.

Dividends from investments amounting to Rs. 1,000 are expected to be received in June.

Income Tax to be paid in June is Rs. 2,000.

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

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M.B.A I Year II Semester Supplementary Examinations, February/March 2021**Human Resource Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 75**

Answer Any **Five** Questions
All Questions carries equal marks.

- 1) Explain in detail about various Job design Techniques with usage of HRP. (15M)

- 2) Explain about various functions of HRM. (15M)

- 3) Explain in detail about the Selection Process. (15M)

- 4) Describe various methods for the Job Analysis. (15M)

- 5) Describe the pros and cons of five Management Development methods. (15M)

- 6) Explain the various traditional and modern methods of performance appraisal. (15M)

- 7) a) Explain the factors determining pay structure. (10M)
b) Explain the concept of employee benefits. (5M)

- 8) Explain in detail about The Factories Act, 1948. (15M)

Code No: **R15MBA18****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, February/March 2021****Management Information Systems****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 75**

Answer Any **Five** Questions
All Questions carries equal marks.

1. Describe about the structure and classification of MIS. [15M]
2. Define MIS and explain the nature and scope of MIS. [15M]
3. Differentiate between E-Commerce and E-Business. Discuss about a few applications of E-Commerce along with examples. [15M]
4. a) What does Business Intelligence comprise and what are its functions? [7M]
b) What is Knowledge Management and how do Knowledge Management System help business entities while achieving their objectives? [8M]
5. Explain the importance of IS security and control in the business organizations. [15M]
6. Discuss the Process of system acquisition in an organization. [15M]
7. Mention the various approaches that are available for developing MIS. [15M]
8. Explain in detail Indian Information Technology Act 2000. [15M]

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

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M.B.A I Year II Semester Supplementary Examinations, February/March 2021**Marketing Management**

(MBA)

Roll No									
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Time: 2 hours 30 min**Max. Marks: 75**

Answer Any **Five** Questions
All Questions carries equal marks.

1. Elucidate the importance and concepts of marketing to a business enterprise. [15M]
2. Discuss a brief view on various marketing philosophies. [15M]
3. Discuss the factors influencing consumer behavior with examples. [15M]
4. Explain the process of a new product development. [15M]
5. What do you understand by STP? Explain the methods of segmentation and positioning strategies with appropriate illustrations. [15M]
6. How can a company identify the segments that make up a market? What criteria can a company use to choose the most attractive target markets? [15M]
7. What do you understand by promotion, role of marketing communication in consumer decision making and state the different promotional mix elements with some appropriate illustrations. [15M]
8. Answer the following [15M]
 - a. Relationship Marketing
 - b. Digital and Social marketing,
 - c. Postmodern marketing strategies

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

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M.B.A I Year II Semester Supplementary Examinations, February/March 2021

Quantitative Analysis for Business Decisions

(MBA)

Roll No									
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Time: 2 hours 30 min

Max. Marks: 75

Answer Any **Five** Questions
All Questions carries equal marks.

- 1 Explain about the nature and scope of Operations Research. [15M]
- 2 Discuss the process for developing an Operations Research model. [15M]
- 3 Describe about the structure and assumptions of Linear Programming Method (LPP). [15M]
- 4 Use the graphical method to solve the following Linear Programming Problem (LPP): [15M]
 Maximize $Z = 2x_1 + 3x_2$
 Subject to $x_1 + x_2 \leq 30$
 $x_1 + 12x_2 \geq 10$
 $x_2 \geq 3$ and
 $x_1, x_2 \geq 0$

- 5 Find the optimal transportation (MODI Method) schedule from the given problem: [15M]

Factory	Distribution Centres				Monthly Production (in quintals)
	W	X	Y	Z	
A	10	8	5	4	7,000
B	7	9	15	8	8,000
C	6	10	14	8	10,000
Monthly Demand (in quintals)	6,000	6,000	8,000	5,000	

- 6 Solve the following Assignment problem using Hungarian method: [15M]

		Operator			
		1	2	3	4
Job	1	13	5	8	10
	2	9	15	18	10
	3	12	14	10	10
	4	10	14	9	12

- 7 For a game played between two players, the payoff of the first player is given in the following table: [15M]

Strategy		Player 2			
		1	2	3	4
Player 1	1	3	-3	-2	-4
	2	-4	-2	-1	1
	3	1	-1	2	0

Solve the game using at least two criteria.

8

Find out the Critical Path for the following problem:

[15M]

Activity	Predecessor	Duration(Weeks)
A	--	2
B	--	6
C	--	4
D	A	3
E	C	5
F	A	4
G	B,D,E	2
