

Code No: **R15MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Business Ethics and Corporate Governance****(MBA)**

<b>Roll No</b>									
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**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** Can Business Ethics be Taught and Trained Elaborate in detail? **[15M]**

OR

**2** Briefly explain Carol Gilligan's Theory related with ethics? **[15M]****SECTION-II****3** Briefly explain the Ethics in Production and Product Management? **[15M]**

OR

**4** Briefly explain the Preparatory Ethics and ethical issues? **[15M]****SECTION-III****5** Differentiate the Cyber crimes and Cyber terrorism? **[15M]**

OR

**6** How psychology, mindset will influence the Cyber crimes? **[15M]****SECTION-IV****7** Describe the corporate Governance under Indian Companies act 2013? **[15M]**

OR

**8** What are the key principles of an effective Corporate Governance Framework? **[15M]****SECTION-V****9** Briefly explain the demand and role of Transparency in Corporate Governance? **[15M]**

OR

**10** What are the four pillars of corporate governance. **[15M]**

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Code No: R15MBA14

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Financial Management**

(MBA)

<b>Roll No</b>									
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**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) What is financial management? Explain its basic functions. [8M]  
b) Explain the goals of finance function with examples. [7M]

OR

- 2 What do you mean by risk-return trade off? Explain this with some examples. [15M]

**SECTION-II**

- 3 A company is considering investment in a project that costs Rs 5,00,000. The life of the project is 5 years and estimated salvage value is zero. Tax rate is 55%. The company uses SLM for depreciation and proposed project has estimated earnings before depreciation and before tax as follows: [15M]

Years	EBIT(Rs)
1	1,00,000
2	1,00,000
3	1,50,000
4	1,50,000
5	2,50,000

Determine NPV if the cost of capital is 15%

OR

- 4 Define cost of capital? Explain in detail about concepts and measurements of cost of capital. [15M]

**SECTION-III**

- 5 Explain the theory of irrelevancy of capital structure proposed by Modigliani and Miller? [15M]

OR

- 6 The EBIT of a company is Rs 30,00,000. The capital structure of the company is as follows: [15M]

	AMOUNT (Rs)
12% Debentures	10,00,000
15% preference share capital	15,00,000
Equity share capital (face value Rs 100)	25,00,000
Total	50,00,000

The tax rate is 40%

- Calculate a) The EPS of the company  
b) Degree of Financial Leverage

**SECTION-IV**

- 7** **Explain the following** [8M]  
a) Components of working capital . [7M]  
b) Determinants of working capital needs

OR

- 8** What do you understand by dividend policy? Explain factors determining dividend policy in corporate enterprise? [15M]

**SECTION-V**

- 9** a) A company purchases a component of a product at a rate of Rs.50 per piece. [8M]  
The annual consumption of that component is 25,000 pieces, if the ordering cost is Rs.230 per order and carrying cost is 20 percent per annum, what would be the EOQ?  
b) Write a short note on ABC analysis. [7M]

OR

- 10** Write a brief note on  
a) Management of receivables [8M]  
b) Management of inventor [7M]

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Code No: **R15MBA13****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Human Resource Management****(MBA)**

<b>Roll No</b>									
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**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 Define human resources management. Explain the duties and responsibilities of HR managers. [15M]

OR

- 2 “The changing trends in competition and technology are influencing the role of HRM in Indian companies.” Do you agree? Justify. [15M]

**SECTION-II**

- 3 Discuss the following. [15M]

- i) Job design (4M)
- ii) Job rotation (4M)
- iii) Job enlargement (4M)
- iv) Job enrichment(3M)

OR

- 4 What is recruitment? Evaluate the merits and demerits of internal sources and external sources for recruitment. [15M]

**SECTION-III**

- 5 What are the career stages? Explain the organisation plan for career development of employees. [15M]

OR

- 6 What is employee training? Explain the different methods of training. [15M]

**SECTION-IV**

- 7 What are the important factors influencing the pay structure of an employee? [15M]

OR

- 8 Explain in detail about the features of Workmen Compensation Act [15M]

**SECTION-V**

- 9 What is collective bargaining? Explain the process of collective bargaining. [15M]

OR

- 10 Discuss the features of Industrial Disputes Acts 1947. [15M]

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**Code No: R15MBA18****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Management Information Systems****(MBA)**

<b>Roll No</b>									
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**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 structure and classification of MIS .[15M]

**OR**

Q. No. 2 Discuss about the information systems for competitive advantage. [15M]

**SECTION-II**

Q. No. 3 Explain about the ERP Systems used in India with the example. [15M]

**OR**

Q. No. 4 Discuss the components of Decision support system ? For what types of decisions DSS is used? [15M]

**SECTION-III**

Q. No. 5 Explain the importance of IS security and control in the business organizations. [15M]

**OR**

Q. No.6 Elucidate planning of MIS at a typical company like Anoop &amp; Company . [15M]

**SECTION-IV**

Q. No. 7 What are the system development stages? Explain in detail each stage. [15M]

**OR**

Q. No. 8 Explain briefly about the Design Methods in IS. [15M]

**SECTION-V**

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

**OR**

Q. No. 10 What are the Indian and Global perspectives on cyber crime? [15M]

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Code No: R15MBA15

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Marketing Management****(MBA)**

<b>Roll No</b>									
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**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 Elucidate the nature & scope of marketing to a business enterprise. [15M]

OR

2 Explain the important macro marketing environment developments in India. [15M]

**SECTION-II**

3 Discuss the factors influencing consumer behaviour. [15M]

OR

4 Explain new product development process. [15M]

**SECTION-III**

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

OR

6 Discuss the criteria for selecting target market segment with suitable examples. [15M]

**SECTION-IV**

7 i) Describe the major distribution channels available for consumer goods manufacturer. [7M]

ii) Recommend suitable distribution channel for Ayurvedic bath soap, medicated tooth paste and car (Priced at 50 Lakhs). [8M]

OR

8 Compare and evaluate the merits and demerits of advertising and sales promotion. [15M]

**SECTION-V**

9 What are the factors influence pricing strategies of a product? Discuss. [15M]

OR

10 Discuss rural marketing, relationship Marketing, Digital marketing and Social marketing [15M]

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Code No: R15MBA24

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Personal Effectiveness**

(MBA)

<b>Roll No</b>										
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**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 . Explain the concept impression management. Discuss on its intricacies. [15M]

**OR**

Q. No. 2. An effective presentation will lead to improvement of performances in business communication. Discuss with suitable example. [15M]

**SECTION-II**

Q. No. 3 What is group discussion and explain the aspects observed while it is conducted? Identify the benefits of this process. [15M]

**OR**

Q. No. 4. Discuss the importance of listening in a business setting highlighting the role of empathetic listening. Also describe the listening process. [15M]

**SECTION-III**

Q. No. 5. Explain the role of body language in selection process with a suitable example. Discuss its principal features and how it can help the organization in knowing a candidate. [15M]

**OR**

Q. No.6. What are the basic types of interviews? Elaborate on panel interview with the help of an example? [15M]

**SECTION-IV**

Q. No. 7. Prepare and present your resume for the post of Assistant Manager in a chemical company situated in Hyderabad. [15M]

**OR**

Q. No. 8. Discuss on why meetings are organized? Elaborate on minutes of meeting. [15M]

**SECTION-V**

Q. No. 9. As student leader of a professional body of your college, prepare a formal email to be sent to prospective sponsors of the National Conference. [15M]

**OR**

Q. No. 10. What is report writing? Elaborate on the format of report writing. [15M]

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Code No: **R15MBA17****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Production and Operations Management****(MBA)**

<b>Roll No</b>									
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**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) Discuss the importance of production function. [7M]  
 (b) What are the major operations management issues that manufacturing organizations face in India? [8M]

OR

- 2 (a) What does world class manufacturing mean? What are the characteristic features of a world class manufacturing organization? [7M]  
 (b) Distinguish between the corporate strategy & operation strategy with suitable examples. [8M]

**SECTION-II**

- 3 (a) State the steps for product design or re-design. [7M]  
 (b) What is computer aided design? [8M]

OR

- 4 (a) Distinguish between process design & operations design. [7M]  
 (b) Discuss the role of value engineering in product design. [8M]

**SECTION-III**

- 5 (a) What are the factors to be considered for the location at a plant of a multinational company? [8M]  
 (b) Evaluate the advantages & disadvantages of an urban site and a rural site. [7M]

OR

- 6 (a) Explain the tools and techniques of plant layout. [8M]  
 (b) What is fixed position layout? Give two examples. [7M]

**SECTION-IV**

- 7 What is cycle time? What are the practical implications of cycle time measure in mass production scenarios? How do they influence the scheduling of jobs in a manufacturing system? [15M]

OR

- 8 State Johnson's Extension rule & explain how it is used for scheduling "n" jobs on three machines with example. [15M]

**SECTION-V**

- 9 (a) What do you understand by inventory control? Mention its main objectives. [8M]  
 (b) Explain ABC technique of inventory control [7M]

OR

- 10 (a) What are the components Integrated materials management? [7M]  
 (b) What is the role of purchasing manager in make or buy decision? [8M]

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Code No: **R15MBA16****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I-Year - II Semester Supplementary Examinations, November-2019****Quantitative Analysis for Business Decisions****(MBA)**

<b>Roll No</b>									
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**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) Discuss the importance of operations research in the decision making process. [7M]  
 (b) Explain how and why operations research methods have been valuable in aiding executive decisions? [8M]

OR

- 2 What is meant by a mathematical model of a real situation? Discuss the importance of models in the solution of OR problems? [15M]

**SECTION-II**

- 3 Use the Graphical method to solve the following LP problem. Maximize  $Z = 3x_1 + 5x_2 + 4x_3$  subject to the constraints (i)  $2x_1 + 3x_2 \leq 8$ , (ii)  $2x_2 + 5x_3 \leq 10$ , (iii)  $3x_1 + 2x_2 + 4x_3 \leq 15$  and  $x_1, x_2, x_3 \geq 0$ . [15M]

OR

- 4 Define Iso profit and Iso cost lines. How do these help us to obtain a solution to an LP problem? [15M]

**SECTION-III**

- 5 A company has 3 production facilities Q1, Q2 & Q3 with production capacity of 7, 9 & 18 units (in hundreds) per week of a product, respectively. These units are to be shipped to four warehouses P1, P2, P3 & P4 with requirements of 5, 6, 7 & 14 units (in hundreds) per week respectively. The transportation cost (in rupees) per unit between factories to warehouses are given in the table below: [15M]

	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Capacity
S <sub>1</sub>	19	30	50	10	7
S <sub>2</sub>	70	30	40	60	9
S <sub>3</sub>	40	8	70	20	18
Demand	5	8	7	14	34

Solve the problem using VAM method.

OR

- 6 Solve the assignment problem for optimal solution using Hungarian Method [15M]

	M <sub>1</sub>	M <sub>2</sub>	M <sub>3</sub>	M <sub>4</sub>	M <sub>5</sub>
J <sub>1</sub>	7	5	9	8	11
J <sub>2</sub>	9	12	7	11	10
J <sub>3</sub>	8	5	4	6	9
J <sub>4</sub>	7	3	6	9	5
J <sub>5</sub>	4	6	7	5	11

**SECTION-IV**

- 7 Discuss the difference between decision making under certainty, under uncertainty [15M] and under risk.

OR

- 8 The following matrix gives the payoff (in Rs.) of different strategies (alternatives) [15M] S1, S2 and S3 against conditions (events) N1, N2, N3 and N4.

	State of Nature			
Strategy	N <sub>1</sub>	N <sub>2</sub>	N <sub>3</sub>	N <sub>4</sub>
S <sub>1</sub>	4,000	-100	6,000	18,000
S <sub>2</sub>	20,000	5,000	400	0
S <sub>3</sub>	20,000	15,000	-2,000	1,000

Indicate the decision taken under the following approaches:

(i) Pessimistic, (ii) Optimistic, (iii) Equal probability (iv) Regret and (v) Hurwicz Criterion. The degree of optimism being 0.7.

**SECTION-V**

- 9 Identify critical path for the following network. Show how far the project can be [15M] crashed. Also, show the extent of increase in normal cost with every stage of crashing.

Activity	Preceding activity	Normal Time	Crash Time	Normal Cost	Crash Cost
A	-	6	4	5,000	6,200
B	-	4	2	3,000	3,900
C	A	7	6	6,500	6,800
D	A	3	2	4,000	4,500
E	B, C	5	3	8,500	10,000

Here it is assumed that normal cost include overheads.

OR

- 10 What do you mean by PERT? State the difference between PERT and CPM [15M]

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