

Code No: R15MBA14

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, Oct/Nov 2020**Financial Management**

(MBA)

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

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

- 1 Discuss the nature and scope of financial management.
- 2 Explain the objectives of financial management. And also discuss the functions of financial manager role in the contemporary scenario.
- 3 A project expected cash flows are as follows

Year	0	1	2	3	4	5
Cash flows-A	50,000	20,000	25,000	20,000	25,000	20,000
Cash flows-B	50,000	25,000	28,000	15,000	22,000	18,000

Calculate i) NPV of both the projects @ 10% PV Factor. And suggest the management.

- 4 a) Lahari & Co. is planning to issue 14% perpetual preference shares with face value of Rs. 100 each. Flotation costs are estimated at 4% on sales price. Compute Cost of preference shares if they are issued at (i) face/par Value (ii) 10% premium and 5% discount.
- b) Explain the concepts of cost of capital in capital budgeting decision.
- 5 a) A firm has Rs.40 lakhs sales, variable cost is 70% of sales, and fixed cost is Rs.8 lakh and debt of Rs.20 lakh at 10%. Calculate operating, financial and combined leverage.
(b) A firm has Rs.5 lakh sales, variable cost is Rs.3.5 lakh, and fixed cost is Rs.1 lakh and debt of Rs.2.5 lakh at 10%. Calculate operating, financial and combined leverage.
- 6 Discuss about net income approach and net operating income approach assumptions and limitations.
- 7 What do you understand by Working Capital? Explain the sources and types of working capital.
- 8 a) What is receivables management? Discuss in detail the objective and benefits of receivables management.
(b) A company purchases a component of a product at a rate of Rs.50 per piece. 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?

Code No: **R15MBA13**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, October/November 2020

Human Resource Management

(MBA)

Roll No										
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Time: 2 hours

Max. Marks: 75

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

- 1 What do you understand by human resource management? What are the duties of HR managers and explain the various trends in HRM
- 2 Explain the role of labour Legislation in India for equal employment opportunity and provide a note on HR score card developed by TVRSL India.
- 3 Discuss the role of job analysis in HR planning and brief on the job design techniques with suitable illustrations.
- 4 What do you mean by recruitment, selection and brief on the recruitment, selection methods and explain various types of tests used in the selection process?
- 5 Define the concepts of performance and explain the role of performance appraisal in designing the training and development and state the methods performance appraisal at different levels of organization.
- 6 What do you mean by career management and talent management and how training, development methods are designed and brief on modes of evaluating training programs?
- 7 Discuss the components of compensation, methods of establishing pay rates for different managerial jobs and brief on different benefits, allowances that a compensation may consist.
- 8 What do you mean by employee relations, how they are developed in organizations and brief on Salient features of 1947 Factories Act, methods of industrial disputes settlement in India?

Code No: R15MBA18**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, October/November 2020****Management Information Systems****(MBA)**

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

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

- 1 What is MIS?
Explain how Information systems impacts on business organizations?
- 2 Explain nature and scope MIS.
- 3 What is DSS?
Explain the role of DSS in decision making?
- 4 What is knowledge management?
Explain the importance and benefits of knowledge management system?
- 5 What is system acquisition?
What is systems implementation?
- 6 Explain the Need and significance of ITES?
- 7 Discuss in detail about Systems Analysis and Design?
- 8 Explain the challenges in preventing from the cyber crimes?

Code No: R15MBA15**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, Oct/Nov2020****Marketing Management****(MBA)**

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

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

- 1 Discuss the core marketing concepts and brief on developed Vs developing Marketing with suitable illustrations.
- 2 Define marketing research, its process and explain the role of marketing research in developing the management information systems in the current pandemic time in understanding the international marketing scenario.
- 3 Discuss the steps in creating customer value and brief on the factors that influence consumer buying behavior with example of small new phones in Indian market.
- 4 What do you mean by new product, state the new product development process and illustrate, how marketing strategies change during the products' life cycle?
- 5 What are the requirements for effective segmentation, steps in segmentation process? and how companies position their services for maximum competitive advantage in the marketplace?
- 6 Discuss target marketing strategies for a consumer product and brief on the modes of evaluating market segmentation, issues to be considered in selecting the target segmentation.
- 7 Discuss the functions performed by channel intermediaries and brief on the channel design decisions and state the channels suitable for consumer products, business with suitable illustrations.
- 8 What is the importance of pricing? Explain different methods / techniques of pricing with suitable illustrations and brief on modes of social, digital marketing.
