Code No: R17MBA12
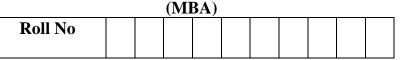
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, February/March 2021
Financial Management
(MBA)

Roll No									

Time: 2 hours 30 min   **Max. Marks: 70**

Answer Any **Five** Questions
All Questions carries equal marks.
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1	Discuss the Nature, Scope and Functions of Financial Management	**[14M]**
2	Wealth maximization is superior criteria compared to Profit maximization – Discuss	**[14M]**
3	A company is considering an investment proposal to install milling controls. The project will cost Rs.5, 00,000 and a life expectance of 5 years. The company's tax rate is 55% and no scrap value. The firm uses straight line method of depreciation. The estimated cash inflows before tax (CFBT) from the proposed investment proposals are as follows.	**[14M]**

Year	1	2	3	4	5
CFBT(Rs.)	1,00,000	1,10,000	1,40,000	1,50,000	2,50,000

Compute: Net Present Value at 10% discount rate and

4	A company has on its books the following amounts and specific costs of each type of capital.	**[14M]**

Type of Capital	Book Value(Rs.)	Market Value(Rs.)	Specific Costs (%)
Debt	4,00,000	3,80,000	5
Preference Capital	1,00,000	1,10,000	8
Equity Capital	6,00,000	12,00,000	13
Retained Earnings	2,00,000		9
Total	**13,00,000**	**16,90,000**	

Determine the weighted average cost of capital using (a) Book value weights and (b) Market value weights

5	Explain Net Income and Net Operating Income approaches	**[14M]**
6	Determine the EPS of a company which has EBIT of Rs.1, 60,000. Its capital structure consists of the following securities: 10% Debentures Rs. 5, 00,000, 12% Preference SharesRs.1, 00,000, Equity shares of Rs.100 each. Tax rate 55% (i) Determine the company's EPS. Determine the percentage change in EPS associated with 30% increase and 30% decrease in EBIT	**[14M]**
7	Explain the relevance theories of dividends	**[14M]**
8	(a) What are the objectives of Cash Management?	**[7M]**
	(b) Write in detail about receivable management.	**[7M]**

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R17

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, February/March 2021
Human Resource Management
(MBA)

Roll No										

Time: 2 hours 30 min   **Max. Marks: 70**

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

1	Explain the evolution of human resource management.	**[14M]**
2	What are the functions of HRM? How is HRM critical to a software development organization?	**[14M]**
3	What sources of recruitment will you recommend for the appointment of the management personnel? Why?	**[14M]**
4	What steps are involved in the selection procedure? Explain them briefly.	**[14M]**
5	Define performance & explain various methods of performance appraisal.	**[14M]**
6	Explain the importance of Training and Development. And further, describe the Methods of Training Programme	**[14M]**
7	Discuss the techniques and process of job evaluation.	**[14M]**
8	Explain Industrial disputes settlement machinery	**[14M]**

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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, February/March 2021
Management Information Systems & ERP
(MBA)

Roll No									

Time: 2 hours 30 min   **Max. Marks: 70**

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

1	a)	Define the concept of Management Information System?	**[7M]**
	b)	Discuss the various approaches to understand the structures of MIS	**[7M]**
2		What are the challenges in operating a Management Information System? Explain how Information system is competitive advantage.	**[14M]**
3		What is DSS? Explain various components of DSS?	**[14M]**
4		Discuss how technology can be enabler of Knowledge Management System?	**[14M]**
5		Explain various threats to Information system? How can you protect system from such attacks?	**[14M]**
6	a)	Discuss the stages of water fall model in detail.	**[7M]**
	b)	Write about Business Intelligence.	**[7M]**
7		How CRM functional Module facilitate the corporate in maintaining healthy CRM practices.	**[14M]**
8		Highlight the accounting and financial control processes in ERP.	**[14M]**

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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, February/March 2021
Marketing Management
(MBA)

Roll No										

Time: 2 hours 30 min   **Max. Marks: 70**

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

1 Define Marketing and explain various core marketing concepts.   **[14M]**

2 What is Marketing Environment? Explain the environmental factors affecting **[14M]** Marketing.

3 Explain factors influencing consumer behavior in detail with example.   **[14M]**

4 Explain the stages of Product Life Cycle and strategies to adapt at every stage.   **[14M]**

5 What is the conditions precedent to successful market segmentation?   **[14M]**

6 Discuss the major market segmentation variables for water purifier and its **[14M]** benefits.

7 what do you understand by marketing channels? Explain the principles and role **[14M]** marketing channels.

8 What are the various factors that affect the pricing decisions?   **[14M]**

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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, February/March 2021
Personal Effectiveness
(MBA)

Roll No									

Time: 2 hours 30 min   **Max. Marks: 70**

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

1 What is meant by personal effectiveness? Give its importance and scope in the job   **[14M]**
   market

2 What is SWOT Analysis? Explain the methods for its improvement in the business   **[14M]**
   or an organization

3 What is Communication? Explain the importance of Content Development.   **[14M]**

4 What are the techniques for a Group discussions, JAM Sessions and Debate?   **[14M]**

5 What are the presentation skills that could be inculcated in a PPT making.   **[14M]**

6 What are the different kinds of Demonstrative Methods? Give the importance of   **[14M]**
   Writing Skills.

7 Explain Body Language, Attire and Oratory skills and their importance..   **[14M]**

8 Explain Role Efficacy and How could Corporate Roles and Responsibilities   **[14M]**
   enhance the organisation development?

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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, February/March 2021
Quantitative Analysis for Business Decisions
(MBA)

Roll No									

Time: 2 hours 30 min   **Max. Marks: 70**

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

1 What is Operations Research ? What are the different types of models used in Operations Research? **[14M]**

2 Explain the nature, scope and tools of OR as applicable to business and industry. **[14M]**

3 A company produces two types of pens , say A and B . Pen A is a superior quality and pen B is a lower quality. Profit on pen A and B is Rs. 5 and Rs.3 respectively. Raw material required for each pen A is twice as that for pen B. The supply of raw material is sufficient only for 1000 pens of type B per day. Pen A requires a special clip and only 400 such clips are available per days. For pen B, only 700 clips are available per day. Find graphically the product mix so that the company can make maximum profit. **[14M]**

4 $Z_{Max}=4X_1 + 3X_2 + 6X_3$ **[14M]**

   S.T.C

   $2X_1 + 3X_2 + 2X_3 \leq 440$
   $4X_1 + X_2 + 3X_3 \leq 470$
   $2X_1 + 5X_2 + X_3 \leq 430$

Where $X_1 , X_2, X_3 \geq 0$

5 Solve the transportation problem using VAM **[14M]**

	I	**II**	**III**	**IV**	**Capacity**
A	40	25	22	33	**100**
B	44	35	30	30	**30**
C	38	38	28	30	**70**
Requirement	**40**	**20**	**60**	**30**	

6 Obtain the optimal solution of the following assignment problem: **[14M]**

	I	**II**	**III**	**IV**	**V**
A	11	17	8	16	20
B	9	7	12	6	15
C	13	16	15	12	16
D	21	24	17	28	26

| E | 14 | 10 | 12 | 11 | 13 |

7   Explain the dominance principle in game theory using following example: **[14M]**

FIRM B

		B1	B2	B3	B4
	A1	35	65	25	05
Firm A	A2	30	20	15	00
	A3	40	50	00	10
	A4	55	60	10	15

8   Draw the network for the following project   **[14M]**

Activity	Preceded by	Duration (Weeks)
A	-	10
B	A	9
C	A	7
D	B	6
E	B	12
F	C	6
G	C	8
H	F	8
I	D	4
J	G,H	11
K	E	5
L	I	7

Number the events by Fulkerson's rule and find the earliest time, latest time and also critical path

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