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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, June2019
Business Ethics & Corporate Governance
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1 Critically evaluate the levels of business ethics and five myths about business ethics.   **[14M]**

OR

2 Discuss various principles of ethics and their implications in the modern business world.   **[14M]**

SECTION-II

3 Differentiate between dilemma and ethical dilemma and give a brief account of mounting scandals in India during the latest decade.   **[14M]**

OR

4 "Ethics are to be followed by every professional, especially, marketing professionals." Elaborate.   **[14M]**

SECTION-III

5 What are cybercrimes and cyber terrorism? How can these be prevented, controlled and regulated?   **[14M]**

OR

6 "Cybercrimes wouldn't take place as long as ethics are followed in cyber businesses." In view of this, explain various ethical dimensions of cybercrimes.   **[14M]**

SECTION-IV

7 Does good governance really matter to corporations? If so, discuss the features and principles of good corporate Governance.   **[14M]**

OR

8 "Independence of Directors is of vital importance in the contemporary corporate world." Explain illustratively.   **[14M]**

SECTION-V

9 "Describe the Information Warfare" List out the reasons.   **[14M]**

OR

10 What is meant by financial risk? How can it be controlled internally and how is the assurance given against it?   **[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, June2019
Financial Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1 Assuming wealth maximization is to be the objective of the financial management, show how the financing, investment and dividend decisions of a company can help to attain this objective.   **[14M]**

OR

2 The finance manager should take into consideration the time value of money in order to take correct financial decisions. Elucidate   **[14M]**

SECTION-II

3 Capital budgeting is long-term planning for making and financing proposed capital outlays. Explain. What are the limitations of capital budgeting?   **[14M]**

OR

4 XYZ Company is considering an investment proposal to purchase a machine costing Rs. 2,50,000. The machine has a life expectancy of 5 years and no salvage value. The company's tax rate is 40%. The firm uses straight line method for providing depreciation. The estimated cash flows before tax after depreciation (CFBT) from the machine are as follows: **[14M]**

Year	CFBT (Rs.)
1	60,000
2	70,000
3	90,000
4	1,00,000
5	1,50,000

Calculate: (a) Average Rate of Return (b) Net Present Value at 10% discount rate.
Present value factors: year 1 =0.909; year 2 =0.826 ; year 3 =0.751 ; year 4 =0.683 &
Year 5 =0.621

SECTION-III

5 Briefly explain about Capital Structure Theories with suitable illustrates.   **[14M]**

OR

6 The firms A and B are identical in all respects including risk factors except for debt equity mix. Firm A has issued 12% debenture of Rs.15lakhs while B has issued only equity. Both the firms earn 30% before interest and taxes on their total assets of Rs.25 lakhs.
Assuming a tax rate of 50% and capitalization rate of 20% for an all-equity company you are   **[14M]**

required to compute the value of the two firms using (i) Net Income Approach, and (ii) Net Operating Income Approach.

SECTION-IV

7 In walter's approach, the dividend policy of a firm depends on availability of investment opportunity and the relationship between the firm's internal rate of return and its cost of capital. Discuss what are the shortcomings of this view,   **[14M]**

OR

8 What do you mean by working capital? Explain determinants of working capital.   **[14M]**

SECTION-V

9 What do you understand by the receivables management? Discuss the factors which influence receivables management.   **[14M]**

OR

10 From the following forecast of income and expenditure, prepare a cash budget for the months January to April, 2018.   **[14M]**

Year	Months	Sales (Credit) Rs.	Purchases (Credit) Rs.	Wages Rs.	Manufacturing Expenses Rs.	Administrative Expenses Rs.	Selling expenses Rs.
2017	Nov	30,000	15,000	3,000	1,150	1,060,	500
	Dec	35,000	20,000	3,200	1,225	1,040	550
2018	Jan	25,000	15,000	2,500	990	1,100	600
	Feb	30,000	20,000	3,000	1,050	1,150	620
	March	35,000	22,500	2,400	1,100	1,220	570
	April	40,000	25,000	2,600	1,200	1,180	710

Additional information is as follows:
   (i) The customers are allowed a credit period of 2months.
   (ii) A dividend of Rs. 10,000 is payable in April.
   (iii) Capital expenditure to be incurred: Plant purchased on 15th January for Rs. 5,000; a Building has been purchased on 1st March and the payments are to be made in monthly installments of Rs.2000 each.
   (iv) The creditors are allowing a credit of 2months
   (v) Wages are paid n the 1st of the next month
   (vi) Lag in payment of other expenses is one month.
   (vii)   Balance of cash in hand on 1st January,2018 is Rs. 15,000

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Code No: R17MBA11
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I-Year - II Semester Supplementary Examinations, June2019
Human Resource Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE
Question from each SECTION and each Question carries 14 marks.
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SECTION-I
1   "Human Resource Management involves all management decisions and practices   **[14M]**
    that directly affect or influence the people who work for the organization" discuss
    and brief on the need, process of human resource planning.

OR

2   Define the term job analysis and distinguish between job description and job   **[14M]**
    specification and brief on the job design techniques

SECTION-II
3   Define recruitment and identify the various factors which affect recruitment and   **[14M]**
    discuss the steps of recruitment process. How will you reconcile the internal and
    external sources of recruitment?

OR

4   "The selection procedure is concerned with securing relevant information about an   **[14M]**
    applicant" justify the statement with selection process and explain various types of
    tests used in the selection process.

SECTION-III
5   Explain the need of training for a manufacturing organization. And also discuss   **[14M]**
    the methods of training.

OR

6   "Career development is an organized approach used to match employee goals with   **[14M]**
    the business needs of the agency in support of workforce development initiatives"
    justify the statement and brief on management development methods.

SECTION-IV
7   Define compensation. How various factors influence compensation? Discuss   **[14M]**
    various modes of compensation.

OR

8   How Job evaluation is different from performance appraisal? And explain the   **[14M]**
    methods of job evaluation in detail with an illustration.

SECTION-V
9   Define the term 'Industrial Relations', explain the role of different actors (parties)   **[14M]**
    in the industrial relation system and brief on industrial disputes settlement
    machinery.

OR

10   What do you understand by collective bargaining, the levels of collective   **[14M]**
    bargaining and discuss the current trends of collective bargaining in India?

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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, June2019
Management Information Systems & ERP
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.
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SECTION-I

1 a) Elaborate on structure and classification of MIS.   **[7M]**

  b) What is meant by the word 'system'? Discuss different kinds of systems.   **[7M]**

OR

2 Discuss five forces of competitive model. How would you apply this model in industry.   **[14M]**

SECTION-II

3 What is Enterprise Resource Planning System?Discuss the concept and challenges of ERP.   **[14M]**

OR

4 What is cyber crime? How can it be controlled?   **[14M]**

SECTION-III

5 Explain why the system acquisition approach is appropriate for a particular set of circumstances.   **[14M]**

OR

6 Why evaluation of management information system is important? Describe in detail, various approaches for evaluating an MIS.   **[14M]**

SECTION-IV

7 Explain the challenges of implementing enterprise resource planning system   **[14M]**

OR

8 In order to make ERP implementation fruitful, what are the recommended practices?   **[14M]**

SECTION-V

9 Explain why customer relationship management has assumed such high importance in enterprise?   **[14M]**

OR

10 Which are the sub modules we see in a finance and accounts module where in most enterprise resource planning cover them?   **[14M]**
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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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M.B.A I-Year - II Semester Supplementary Examinations, June2019
Marketing Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1 What is Marketing Management? Explain the different Marketing concepts. **[14M]**

OR

2 Describe the purpose of marketing research, its process and explain exploratory, **[14M]** descriptive and causal research designs.

SECTION-II

3 Explain the consumer buying decision making process with an illustration and **[14M]** elucidate the factors that influence consumer buying behavior with appropriate illustrations.

OR

4 How would you classify the type of products. Discuss, how marketing strategies **[14M]** change during the product life cycle.

SECTION-III

5 How do you design STP strategies for a services organization and how companies **[14M]** position their services for maximum competitive advantage in the market place?

OR

6 What do you mean by target market? Discuss target marketing strategies for a **[14M]** consumer product and what ethical issues might a company encounter when targeting?

SECTION-IV

7 Explain the key functions performed by marketing channel members and how **[14M]** companies motivate and evaluate channel members.

OR

8 Discuss the importance of promotion in marketing and brief on the promotional **[14M]** mix elements with appropriate illustration.

SECTION-V

9 How would you describe pricing, what are the major strategies for pricing the new **[14M]** products in the globalized era? And brief on modes of social marketing.

OR

10 Witnessing at the profile of the rural consumers in India today, what are the key **[14M]** challenges posed for Indian marketers in the rural market segments?

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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, June2019

Personal Effectiveness
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.
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SECTION - I

1. Creating a positive image/impression is vital in one's career advancement. Discuss the ways of achieving this.[14M]

(Or)

2. What, according to you, is the importance of personal effectiveness/personality development? [14M]

SECTION – II

3. Write short notes on the approach to be followed for participating in [7M+7M]
   a. group discussions   b. debates

(Or)

4. What are some common dos and don'ts in a Group Discussion?[14M]

SECTION – III

5. Write short notes on the following:
   a. ways of overcoming stage fear.[7M]
   b. Effective delivery of a presentation. [7M]

(Or)

6. What is demonstration method of presentation? What are its advantages?[14M]

SECTION – IV

7. Explain personal, professional and social etiquette and their importance in various situations. [14M]

(Or)

8. 'The ability to manage one's emotions is vital for one's success in professional as well as personal life.' Elaborate. [14M]

SECTION – V

9. A large corporate company may have thousands of salespeople, clerks, technicians, managers and maintenance workers who keep it functioning efficiently and profitably. However, there are a few corporate officers who meet frequently to oversee all corporate activities. Discuss a few top roles in corporate and their responsibilities.[14M]

(Or)

10. What is the process of self-assessment? How is it vitally important for one's career advancement?[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, June2019
Production and Operation Management
(MBA)

Roll No									

Time: 3 hours   Max. Marks: 70
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE
Question from each SECTION and each Question carries 14 marks.

SECTION-I

1.a) Differentiate between production management and operations management. **[7M]**

1.b) Write the systems concept in POM . **[7M]**

OR

2.a) Discuss different types of production systems with suitable examples. **[7M]**
2.b) How Tactical and operational activity levels influence on Marketing, **[7M]**
Production/Operations, Finance and Personnel.

SECTION-II

3.a) What are the responsibilities of process planning engineer? **[7M]**
3.b) Explain different ergonomic considerations while designing products. **[7M]**

OR

4.a) Why standardization is important? Also outline its advantages and applications. **[10M]**

4.b) What symptoms are need to be observed in order to apply value analysis? **[4M]**

SECTION-III

5 What are the advantages and disadvantages of product layout? Illustrate with a **[14M]**
neat diagram.

OR

6 What are the different factors influence to choose a plant location. **[14M]**

SECTION-IV

7 Explain the following **[14M]**
   i)   Active Schedule ii) Semi active schedule iii) Non delay schedule

OR

8 Consider the following 2 machines and 5 jobs flow shop scheduling problem. **[14M]**
Using Johnson's algorithm, obtain the optimal sequence which will minimize the
makespan.

Job	Machine 1	Machine 2
1	7	8
2	1	4
3	15	12
4	8	5
5	11	6

SECTION-V

9.a) Discuss the ABC and VED analysis with an suitable example. **[7M]**

b) Beta Industry estimates that it will sell 24,000 units of its product for the **[7M]** forthcoming year. The ordering cost is Rs 150/- per order and the carrying cost per unit is 20 per cent of the purchase price per unit which is Rs 50/-.
Calculate i) Economic order size
      ii) Number of orders per year

OR

10.a) List out the reasons of occurrence for obsolete surplus and scrap management. **[10M]** Also discuss the measures to control it.

b) Explain how computer aided techniques helpful in POM **[4M]**

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M.B.A I-Year - II Semester Supplementary Examinations, June2019
Quantitative Analysis for Business Decisions
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1   a) What is the scope of operations research?   **[5M]**

     b) Explain applications of OR in management.   **[9M]**

OR

2   a) Explain models in OR.   **[6M]**

     b) What is the role of operations research in decision-making problems?   **[8M]**

SECTION-II

3   a) Explain the steps involved to formulate an LPP?   **[4M]**

     b) A toy company manufactures two types of dolls, a basic version doll-A and a deluxe version doll-B. Each doll of type B takes twice as long to produce as one of type A, and the company would have time to make maximum of 1000 per day. The supply of plastic is sufficient to produce 1000 dolls per day (both A & B combined). The deluxe version requires a fancy dress of which there are only 500 per day available. If the company makes a profit of Rs 3.00 and Rs 5 per doll, respectively on doll A and B, then how many of each doll should be produced per day in order to maximize the total profit. Formulate this problem and solve graphically.   **[10M]**

OR

4   a) Explain the steps involved in simplex method to solve an LPP.   **[4M]**

     b) Solve to maximize by using simplex procedures;

$Z = 7x_1 + 5x_2$ Subject to : $x_1 + 2x_2 \le 6$ $4x_1 + 3x_2 \le 12$ and $x_1, x_2 \ge 0$ **[10M]**

SECTION-III

5   Solve the following transportation problem for optimum transportation cost using MODI method;   **[14M]**

Source /Destination	D1	D2	D3	D4	Supply
S1	3	7	6	4	5
S2	2	4	3	2	2
S3	4	3	8	5	3
Demand	3	3	2	2	10

OR

6   a) What is an assignment problem? Explain Hungarian assignment   **[4M]**

algorithm to obtain the optimum solution. **[10M]**

b) A departmental head has four subordinates and four tasks to be performed. His estimate of the time each man would take to perform each task is given in below.

Men/Task	E	F	G	H
A	18	26	17	11
B	13	28	14	26
C	38	19	18	15
D	19	26	24	10

How should the tasks he allocated, one to a man, so as to minimize the total man-hours.

SECTION-IV

7   a) What is Dominance property to solve a game ?   **[4M]**

[10M]

b) What is saddle point? Find the optimal strategies for each player in the following game.

$$
\begin{array}{c}
 \quad B_1 \quad B_2 \quad B_3 \quad B_4 \\
\begin{array}{c} A_1 \\ A_2 \\ A_3 \end{array}
\begin{bmatrix} -5 & 2 & 0 & 7 \\ 5 & 6 & 4 & 8 \\ 4 & 0 & 2 & -3 \end{bmatrix}
\end{array}
$$

OR

8   a) What is decision theory? Explain the role of decision theory in business management.   **[6M]**

b) Explain various principles used for decision under uncertainty and risk.   **[8M]**

SECTION-V

9   a) Define Optimistic time, Most likely time and Pessimistic time.   **[6M]**

b) Write a short note on PERT and CPM.   **[8M]**

OR

10   The following are the details of the project. Draw the network, critical path, expected time, earliest start, earliest finish, latest start and latest finish of the project for each activity.   **[14M]**

Activity	A	B	C	D	E	F	G	H	
Immediate Predecessors	-	-	A	B	C,D	C,D	E	F	
Duration(in days)	4	6	9	7	5	4	3	6	

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