

Code No: **R20MBA12****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022****Financial Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

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

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- 1 What is profit maximisation? Distinguish between Profit maximisation and wealth maximisation [14M]
- 2 What is Present Value? Explain its Features and How to Calculate the Present Value of Money? [14M]
- 3 Explain the concept of Cost of Capital and state the significance of cost of capital. [14M]
- 4 The Venkataramana Ltd., in considering the purchase of a new investment. Two alternative investments are available (X and Y) each costing Rs. 150000. Cash inflows are expected to be as follows: [14M]

Year	Investment X Rs	Investment Y Rs
1	1,20,000	1,30,000
2	90,000	1,10,000
3	70,000	80,000
4	60,000	80,000

The company has a target return on capital of 10%. Which investment should be preferred using PBP and NPV method

- 5 A What is meant by the term 'Leverage'? Briefly explain the operating leverage with example [7M]
- B Discuss the Theory Modigliani Miller in detail [7M]
- 6 ABC Company requires Rs.1,000,000 for its proposed plan. The following financial alternatives are available: [14M]
  - Plan I: 100% Equity Capital (Face Value Rs.100)
  - Plan II: 50% Equity Capital (Face Value Rs.100) and 50% Debenture (interest rate 6%)
  - Plan III: 50% Equity Capital (Face Value Rs.100) and 50% Preference Shares (rate of dividend 6%)
  - Plan IV: 25% Equity Capital (Face Value Rs.100), 25% Debentures (interest rate 6%), and 50% Preference Shares (rate of dividend 6%). The rate of tax applicable to the company is 50%. The company expects an EBIT of Rs.4,000,000. Calculate the EPS for each plan

Code No: **R20MBA11****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022****Human Resource Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**Answer Any **Five** Questions  
All Questions carries equal marks.

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- 1    *A*    Discuss the objectives of HRM and explain the environment of HRM in India. [7M]  
      *B*    Briefly describe the concept of job design and explain its techniques. [7M]
- 2    *A*    What is human resource planning? Explain the significance of HRP to ensure effective utilization of manpower in a large organization? [7M]  
      *B*    Explain in detail about the job description and job specification. [7M]
- 3    *A*    What is selection? Explain the types of selection tests? [7M]  
      *B*    Discuss in detail about the sources of recruitment? [7M]
- 4    *A*    What is an interview? Explain the various types of interviews? [7M]  
      *B*    Write about effective interviewing techniques? [7M]
- 5            Define training? Explain the process of on-the job and off-the job methods. [14M]
- 6    *A*    Write about job evaluation and its methods? [7M]  
      *B*    Write about modern employee performance appraisal methods? [7M]
- 7    *A*    What are the objectives of industrial relations? [7M]  
      *B*    Explain about the various parties involved in industrial relations. [7M]
- 8    *A*    What is International Human Resource Management? [5M]  
      *B*    Explain the Strategic role of International Human Resource Management. [9M]

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Code No: **R20MBA17****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022****Management Information Systems & ERP**

(MBA)

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

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

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|----------|----------|--|--------------|
| <b>1</b> | <b>A</b> | Explain the Scope of MIS   | <b>[10M]</b> |
|          | <b>B</b> | Describe the Information systems for Competitive Advantage               | <b>[4M]</b>  |
| <b>2</b> | <b>A</b> | What is Information and Information system?                              | <b>[7M]</b>  |
|          | <b>B</b> | Explain MIS structure that fits to modern organizations.                 | <b>[7M]</b>  |
| <b>3</b> | <b>A</b> | Summarize the Concept of E-Commerce and various models.                  | <b>[7M]</b>  |
|          | <b>B</b> | Contrast on the need for Business Process Re-engineering                 | <b>[7M]</b>  |
| <b>4</b> | <b>A</b> | Define Business Intelligence and its need in Business                    | <b>[7M]</b>  |
|          | <b>B</b> | Discuss the activities of Knowledge Management System.                   | <b>[7M]</b>  |
| <b>5</b> |          | Illustrate the need for Information Systems Planning and steps in detail | <b>[14M]</b> |
| <b>6</b> | <b>A</b> | Assess the Cyber crime scenario in India and types of Cyber crimes       | <b>[7M]</b>  |
|          | <b>B</b> | Explain the process for Systems Acquisition.                             | <b>[7M]</b>  |
| <b>7</b> |          | List out the Challenges and Business benefits in ERP System              | <b>[14M]</b> |
| <b>8</b> | <b>A</b> | Describe an ERP Module for Manufacturing organizations                   | <b>[7M]</b>  |
|          | <b>B</b> | Explain about Plant Maintenance module in detail.                        | <b>[7M]</b>  |

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**Code No: R20MBA13****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022****Marketing Management****(MBA)**

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

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

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- 1    *A*    Define marketing and explain how marketing has evolved to the current state as it is practised.    [4M]  
      *B*    Summarize core concepts of marketing with relevant examples.    [10M]
- 2    *A*    Explain the importance of marketing research in the present-day marketing.    [7M]  
      *B*    Distinguish between causal and exploratory research. Use suitable examples.    [7M]
- 3            Discuss the role of psychological factors in the making of a purchase decision by an individual.    [14M]
- 4    *A*    Describe each of the four distinct stages of the product life cycle by taking an example each from consumer products and industrial products you are familiar with.    [10M]  
      *B*    Explain different layers of a product with suitable examples.    [4M]
- 5            Prepare a short note on market segmentation for consumer and industrial products.    [14M]
- 6    *A*    Illustrate the positioning process and approaches. Provide suitable examples.    [7M]  
      *B*    Interpret positioning. Explain how the following brands are positioned in the Indian market.  
          (a) Cars    [3M]  
          (b) Match boxes    [4M]
- 7    *A*    Explain the importance of sales promotion programs in Indian marketing environment.    [7M]  
      *B*    Analyse the major functions of marketing channels. Explain why distribution channels are more suitable for performing these functions.    [7M]
- 8    *A*    Compare cost-based and demand-based pricing methods with examples and critically analyse it.    [7M]  
      *B*    Explain the steps involved in pricing of a new product with suitable examples.    [7M]

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Code No: **R20MBA15****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022****Production and Operations Management**

(MBA)

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

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

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- 1 A Explain functional subsystems of organisation. [5M]  
B Define production system? Elaborate types of production system. [9M]
- 2 A Define productivity? Explain the concept of productivity? [6M]  
B Define strategy? Discuss functional strategies in organisation? [8M]
- 3 A Define product design? Explain the steps of product design [7M]  
B Discuss responsibilities of process planning engineer? [7M]
- 4 A Explain the process of value analysis /value engineering? [6M]  
B Define standardization? Explain the procedure of Standardization? [8M]
- 5 A Define plant location? What are the factors of influencing plant location? [5M]  
B A group of companies six different locations, whose co-ordinates in kilo-meter are :( 100,200),(200,200),(200,500),(300,500),(400,500) and (500,100). The company wants locate a centralized raw material ware house, from which the quantity of materials transported to the plants 1,2,3,4,5,6 in tones are 100,1200,800, 1200,1800,and 900, respectively. Find the optimal location for the warehouse. [9M]
- 6 A Define layout? Explain classification layout? [7M]  
B Elaborate layout design procedure? [7M]
- 7 A Five jobs are to be processed on two machines. Determine a sequence that will minimize the total completion time for this group of jobs and also make span period. Processing times are as follows: [7M]

Jobs/machines	J1	J2	J3	J4	J5
M1	10	5	15	22	3
M2	6	8	12	4	15

- B Define Scheduling? Explain the types of Schedules? [7M]
- 8 A The annual requirement of the company 24,000 units, ordering cost per order Rs150 per order, carrying cost Rs 9. Find EOQ, No. Of orders per year, time between successive orders. [7M]  
B Elaborate the concept of ABC Analysis, XYZ Analysis, ESN Analysis, and VED Analysis. [7M]

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**Code No: R20MBA14**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022**

**Quantitative Analysis for Business Decisions**

(MBA)

<b>Roll No</b>									
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**Time: 3 hours**

**Max. Marks: 70**

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

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- 1    A    Define Model and explain its types. [7M]  
       B    Discuss the origin of OR with suitable illustrations [7M]
  
- 2            Describe the Process for Developing an Operations Research Model with suitable examples [14M]
  
- 3    A    Define LPP and explain its applications [7M]  
       B    Explain the computational procedure for Simplex Method [7M]
  
- 4            Solve the following LPP Using Simplex Method [14M]  
           Max  $Z = 4X_1 + 14X_2$   
           STC             $2X_1 + 7X_2 \leq 21$   
                            $7X_1 + 2X_2 \leq 21$   
           NNR             $X_1, X_2 \geq 0$
  
- 5            Obtain the optimal solution of the following transportation problem using VAM [14M]

	Destinations				
		D1	D2	D3	ai
	O1	7	6	8	12
	O2	4	1	3	16
	O3	2	8	9	22
	bj	17	19	14	

- 6    A    Explain Assignment Problem with suitable examples [7M]  
       B    Discuss the computational procedure for North West Corner Method [7M]
  
- 7    A    Explain    i) Game    ii) Pure Strategies    iii) Mixed Strategies [7M]  
       B    Discuss the concept of Decision Tree with an example [7M]
  
- 8            For the following project [14M]

Activity	A	B	C	D	E	F	G
Immediate Predecessor	---	A	---	B	C,D	B	E,F
Deration (Days)	1	7	5	6	3	4	3

- Then    i) Draw the Network Diagram  
           ii) Obtain the critical path and project completion time



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- 7 **The following data relate to a firm in the cotton textile industry.** [14M]

Particulars	Rs. In crore
Share capital (at Rs.10 per share	25.5
Reserve	15.5
Profit after tax	2.45
Dividends paid	3.5
P/E ratio	13.33

You are required a) to comment on the firm's dividend policy using the Walter's model; b) To determine the optimum payout ratio using the Walter's

- 8 Define working capital and explain the determinants of working capital in a business [14M]

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