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

Roll No		(MI	3A)			
	Roll No					

Time: 3 hours

Max. Marks: 70

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

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

Year	Investment X Rs	Investment YRs
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 [7M] with example
 - B Discuss the Theory Modigliani Miller in detail [7M]
- ABC Company requires Rs.1,000,000 for its proposed plan. The following [14M] financial alternatives are available:
 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

		(MI	BA)			
Roll No						

Answer Any Five Questions All Questions carries equal marks. 1 A 1 A 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? B [7M] 3 A What is selection? Explain the types of selection tests? [7M] 3 A What is selection? Explain the types of selection tests? [7M] 4 A What is an interview? Explain the various types of interviews? [7M] 5 Define training? Explain the process of on-the job and off-the job methods. [14M] 6 A Write about gob evaluation and its methods? [7M] 7 A What are the objectives of industrial relations? [7M] 8 A What is International Human Resource Management? [5M] 8 A What is International Human Resource Management? [5M]	Time:	3 hou	Irs Max. Marks: 70	
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8AWhat is International Human Resource Management?[5M]BExplain the Strategic role of International Human Resource Management.[9M]	7	A B	What are the objectives of industrial relations? Explain about the various parties involved in industrial relations.	[7M] [7M]
	8	A B	What is International Human Resource Management? Explain the Strategic role of International Human Resource Management.	[5M] [9M]

Code No: R20MBA16 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India)

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

		(MI	3A)			
Roll No						

Time	: 3 ho	urs Max. Marks: 70)
		Answer Any Five Questions All Questions carries equal marks. ***	
1	Α	Describe the Meaning and Importance of Innovative Entrepreneurship	[7M]
	В	Detail the qualities required for an individual to become a successful	[7M]
		Entrepreneur.	
2	Α	Describe the Role of Entrepreneurship in Economic Development	[7M]
	В	Narrate the Future of Entrepreneurship in India	[7M]
3	Α	Describe the skills required to become a successful Entrepreneur.	[7M]
	В	Detail the Process involved in Entrepreneurial Decision Making	[7M]
4	Α	Detail about any three top entrepreneurial role models in India in the recent	[7M]
		past.	
	В	Describe the Entrepreneurial support system in India.	[7M]
5	Α	Explain the term "Innovation" along with it's relevance to Entrepreneurship.	[7M]
	В	Detail the "Entreprenurial Structural Requirements" from your perspective.	[7M]
6	Α	"Executing Innovations along with the Technology" is the trend in	[7M]
		Entrepreneurial success- Comment	
	В	Narrate the various Strategic Dimensions of Innovations to market a product.	[7M]
7	Α	Define "Business Idea". Detail various methods involved in generating	[7M]
		Business Ideas.	
	В	Define the term" Business Plan" and write it's significance.	[7M]
8	A	Role of Financial Institutions to support Entrepreneurial activity in India.	[7M]
	В	Define "Intellectual Property Rights" and explain the advantages to	[7M]
		Entrepreneurs.	

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)

		DAJ			
Roll No					

Time:	3 hou	ırs Max. Marks:	70
		Answer Any Five Questions All Questions carries equal marks.	
1	A	*** Explain the Scope of MIS	[10M]
	B	Describe the Information systems for Competitive Advantage	[4M]
2	A	What is Information and Information system?	[7M]
	B	Explain MIS structure that fits to modern organizations.	[7M]
3	A	Summarize the Concept of E-Commerce and various models.	[7M]
	B	Contrast on the need for Business Process Re-engineering	[7M]
4	A	Define Business Intelligence and its need in Business	[7M]
	B	Discuss the activities of Knowledge Management System.	[7M]
5		Illustrate the need for Information Systems Planning and steps in detail	[14M]
6	A	Assess the Cyber crime scenario in India and types of Cyber crimes	[7M]
	B	Explain the process for Systems Acquisition.	[7M]
7		List out the Challenges and Business benefits in ERP System	[14M]
8	A	Describe an ERP Module for Manufacturing organizations	[7M]
	B	Explain about Plant Maintenance module in detail.	[7M]

R20

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)

		<hr/>				
Roll No						

Time: 3 hours

Max. Marks: 70

Answer Any **Five** Questions

All Questions carries equal marks.

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

Code No: R20MBA20 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular/Supplementary Examinations, October 2022 Professional Management Skills (MRA)

		5A)			
Roll No					

Time	: 3 ho	urs Max.	Marks: 70
		Answer Any Five Questions All Questions carries equal marks. ***	
1	А	Define SWOT Analysis and explain its significance	[7M]
	В	Discuss the significance of Mental Balance for a Manager	[7M]
2	А	Differentiate Intelligence Quotient vs Emotional Quotient	[7M]
	В	Explain the Methods to Improve Effectiveness.	[7M]
3	А	Discuss the measures to improve Social Skills.	[7M]
	В	Define Team work and explain its importance.	[7M]
4	А	Define Empathy and explain different types of Empathy.	[7M]
	В	"Inter Personal Skills are essential for a Manager" Discuss	[7M]
5	А	Discuss the significance of role efficacy with examples.	[7M]
	В	Explain how can you effectively Organize Yourself?	[7M]
6		"Organizing others is different from organizing yourself" Discuss	[14M]
7	А	Illustrate different Conflict Resolution Strategies.	[7M]
	В	List out the different Analytical Skills with suitable examples.	[7M]
8	А	Explain the steps involved in career goal setting.	[7 M]
	В	Define Interview and explain different types of Interviews	[7 M]

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)	
(1) = = (1)	

Roll No					

Time: 3 hours Max. Marks: 7								I			
			Answe All Questi	r Any Fiv ions carrie ***	e Questio es equal m	ons narks.					
1	A B	Explain fund Define prod	ctional subsystem uction system? E	ns of organ laborate ty	nisation. ypes of pr	oduction	system.		[5M] [9M]		
2	A B	Define productivity? Explain the concept of productivity? Define strategy? Discuss functional strategies in organisation?									
3	A B	Define product design? Explain the steps of product design Discuss responsibilities of process planning engineer?									
4	A B	Explain the process of value analysis /value engineering? Define standardization? Explain the procedure of Standardization?									
5	A B	Define pla A group of a meter are :((500,100). T from which tones are 10 location for	ant location? Wha companies six dif 100,200),(200,20 The company wan the quality of ma 0,1200,800, 1200 the warehouse.	at are the f ferent loc 00),(200,50 ats locate a terials tran 0,1800,and	factors of ations, wh 00),(300,5 a centraliz nsported t 1 900, resp	influencin nose co-or 500),(400, zed raw m to the plan pectively.	ng plant l rdinates in 500) and aterial wa its 1,2,3,4 Find the	ocation? n kilo- are house, 4,5,6 in optimal	[5M] [9M]		
6	A B	Define layou Elaborate la	ut? Explain classi yout design proce	fication la edure?	ayout?				[7M] [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:								nce that also make	[7M]		
		Ļ	Jobs/machines	J1	J2	J3	J4	J5			
		-	M1 M2	10	5	15	22	3			
			ML2	6	8	12	4	15			

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

Page

[7M]

Code No: R20MBA14 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)										
Roll No										
		•	•	•	•	•	•	•	•	•

Time: 3 hours

Max. Marks: 70

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

1	A B	Define Model and explain its types. Discuss the origin of OR with suitable illustrations	[7M] [7M]
	D	Discuss the origin of ore with suitable indistrations	[/14]
2		Describe the Process for Developing an Operations Research Model with suitable examples	[14M]
3	А	Define LPP and explain its applications	[7M]
	В	Explain the computational procedure for Simplex Method	[7M]
4		Solve the following LPP Using Simplex Method	[14M]
		$Max Z = 4X_1 + 14X_2$	
		STC $2X_1 + 7X_2 \le 21$	
		$7X_1 + 2X_2 \le 21$	
		NNR $X_1, X_2 \ge 0$	

5 Obtain the optimal solution of the following transportation problem using [14M] VAM

	Destinations							
		D1	D2	D3	ai			
	01	7	6	8	12			
Origins	O2	4	1	3	16			
	O3	2	8	9	22			
	bj	17	19	14				

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

Activity	А	В	С	D	Е	F	G
Immediate		А		В	C,D	В	E,F
Predecessor							
Deration	1	7	5	6	3	4	3
(Days)							

Then i) Draw the Network Diagram

ii) Obtain the critical path and project completion time

[14M]

7 The following data relate to a firm in the cotton textile industry.

<u> </u>	
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 [14M] business

[14M]