Code No: **R18MBA16**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
**M.B.A I Year II Semester Regular/Supple Examinations, October/November 2020**
### Business Ethics & Corporate Governance
### (MBA)

**Roll No** | | | | | | | | | |

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

Answer Any **Four** Questions
All Questions carries equal marks.
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1     Can Business Ethics be Taught and Trained? Also, List out and explain the stages of moral development of Kohlberg's Theory.

2     What are business ethics, what is their significance and what are the levels of business ethics?

3     What is ethical dilemma? Discuss the preparatory ethics and proactive steps to limit the number of dilemmas.

4     "HR professionals are responsible for contributing to the ethical success of the organisations they serve." In the light of this statement, describe the ethics related to HR professionals.

5     Critically examine the social, political, ethical and psychological dimensions of cyber-crimes.

6     Compare and contrast the psychology, mind set and sociology of cyber criminals against other criminals.

7     What are the functions, role and significance of board committees in corporate governance in India?

8     Why was JJ Irani Committee constituted by the Government of India and what are the main recommendations of the committee mentioned in its report to the Government of India?

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
**M.B.A I Year II Semester Regular/Supple Examinations, October/November 2020**
### Financial Management
### (MBA)

| **Roll No** | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|

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

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

**1**    Finance Function is concerned with allocating funds to specific assets and obtaining the best mix of financing in relation to the overall valuation of the firm. Discuss.

**2**      A. What is the concept of time value? Examine the techniques employed to adjust the time value of money along with an example?
          B. Discuss the nature and scope of the Financial management

**3**    What do you understand by the capital budgeting process? Enumerate briefly the major steps involved in capital budgeting.

**4**    ABC Limited is considering the purchase of a machine. Two machines are available, E and F. The cost of each machine is Rs.60,000. Each machine has an expected life of 5n years. Net profits before tax (after depreciation) during the expected life of the machine are given below:

| Year | Machine E (Rs.) | Machine F (Rs.) |
|---|---|---|
| 1 | 15,000 | 5,000 |
| 2 | 20,000 | 15,000 |
| 3 | 25,000 | 20,000 |
| 4 | 15,000 | 30,000 |
| 5 | 10,000 | 20,000 |
| **Total** | **85,000** | **90,000** |

     Using the above information calculate ARR and Payback period assuming the tax rate at 50% and suggest which alternative will be more advantageous and profitable.

**5**    Give a Critical appraisal of the traditional approach and the Modigliani and Miller Approach (MM Approach) to the problem of capital structure.

**6**    The project cost of XYZ Limited is Rs. 20,00,000. The annual net profits of the business are expected to be Rs. 3,00,000. It is considering the possibility of issuing equity shares plus raising a debt of Rs. 4,00,000, Rs.8,00,000 or 12,00,000. The current market price per share is Rs.50 per share, which is expected to drop to Rs.40 per share if the market borrowings were to exceed Rs. 8,50,000. Cost of borrowing is indicated below:
         Up to Rs.5,00,000                                      10%
         Between Rs. 5,00,001 to Rs.10,00,000            14%
         Between Rs.10,00,001 to Rs. 15,00,000          16%
         Assuming a tax rate of 50%, work out the EPS and the scheme which

would be best from shareholders' point of view.

**7**    What is working capital? On the formation of a new business, What considerations are taken into account in estimating the amount of working capital needed?

**8**    What do you understand by cash management? Write a detailed note on various cash models?

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A I Year II Semester Regular/Supple Examinations, Oct/Nov 2020
### Human Resource Management
### (MBA)

| Roll No | | | | | | | | | |
|---------|--|--|--|--|--|--|--|--|--|

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

Answer Any **Four** Questions
All Questions carries equal marks.
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1   Define HRM, explain the scope and functions of HRM and discuss the recent trends in HRM policies and practices in India.

2   What do you understand by job analysis? What is the difference between job specification and job description? Explain job design methods.

3   What is an interview, discuss various types of interviews and write errors in interview. Brief on what is application blank? What purpose does it serve?

4   Differentiate between recruitment and selection and explain the selection process steps in general, outline selection tests which are popularly used in India.

5   "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance" discuss and brief on the performance appraisal methods in detail.

6   What do you understand by career planning and career development? Explain various career development actions and how do the organizations plan for the career of employees based on the career stage?

7   Explain the objectives of compensation and its structure, Discuss various factors determining compensation in an organization.

8   Define Trade Unions? Describe different growth phases of trade union in India and brief on factors affecting unionism.

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A I Year II Semester Regular/Supple Examinations, October/November 2020
### Management Information Systems & ERP
### (MBA)

| Roll No | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |

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

Answer Any **Four** Questions
All Questions carries equal marks.
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**1 a)**   Give various characteristics of MIS. Support your answer with suitable example.

  **b)**   How can the structure of management information system be understood? Discuss various approaches to understand its structure.

  **2**    Explain the four basic competitive advantages. How can  IS help organizations pursue each of these strateges?

  **3**    Discuss various categories of E – commerce. Give at least one example of each category. How has E- commerce changed consumer retailing and business – to – business transaction?

  **4**    What do mean by business intelligence? Write in brief about Business Intelligence and Knowledge Management System.

  **5**    "Nolan's stage model is a diagnostic and monitoring tool." Do you agree with the statement? Justify.

 **6 a)**   Explain the various types of attacks on networked system. How can you protect your systems form such attacks?

  **b)**   Differentiate between digital signatures and digital certificate.

  **7**    Explain the benefits of enterprise resource planning implementation.

  **8**    Explain the control process of accounting & finance in enterprise resource planning in the organisation.

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A I Year II Semester Regular/Supple Examinations, Oct/Nov2020
### Marketing Management
### (MBA)

| Roll No | | | | | | | | | |
|---------|--|--|--|--|--|--|--|--|--|

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

Answer Any **Four** Questions
All Questions carries equal marks.
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**1**    What is Marketing Environment? Explain the factors affecting Marketing Environment.

**2**    What is the importance of marketing research in changing marketing landscape and brief on the marketing research process with an illustration

**3**    Define consumer behavior, the stages of the consumer buyer decision process and list the major factors that influence consumer behavior with suitable examples.

**4**    Discuss the product management decisions. Examine the new product development process with an illustration and brief on branding decisions.

**5**    What do you understand by segmentation, targeting, positioning and explain the process of segmentation and targeting.

**6**    Define target marketing. Explain how companies identify, choose the attractive market segments and brief on positioning maps.

**7**    Discuss the nature and importance of marketing channels and brief on the channel design, management decision.

**8**    Define pricing. Explain how the internal & external factors affect pricing decisions and discuss the general approaches to setting prices for consumer products.

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A I Year II Semester Regular/Supple Examinations, October/November 2020
### Personal Effectiveness
### (MBA)

| Roll No | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|

Time: 2 hours                                                                      Max. Marks: 70

Answer Any **Four** Questions
All Questions carries equal marks.
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1. Write short notes on the following:

    a.  Steps in setting goals/objectives          b. positive thinking

2. Self-discipline helps an individual focus and achieves his/her goals in life. Discuss.

3. Why are JAM sessions conducted? What are the skills assessed in the participants in a JAM session?

4. Generating and developing ideas requires decent proficiency of language and communication. Justify.

5. Write a detailed note on the relative advantages and disadvantages of oral and visual presentations.

6. What are the usual steps followed in preparing an effective presentation?

7. Explain the role played by postures (body positions) and gestures (hand movements in oral communication.

8. Explain briefly the self-assessment process involving -

    a. self-evaluation   b. self-verification c. self-enhancement.

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
**M.B.A I Year II Semester Regular/Supple Examinations, October/November 2020**
**Production and Operations Management**
**(MBA)**

| Roll No | | | | | | | | | |
|---------|---|---|---|---|---|---|---|---|---|

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

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

**1** Explain different types of production systems.

**2.** Describe all generic competitive strategies which are used in Production and Operation Management

**3.a)** Briefly explain the advantages and disadvantages of value analysis.

**b)** Organize the following activities Idea generation, commercialization, screening and evaluation of ideas, design assessment, product assessment in an order for product design and discuss.

**4.** What factor will influence a good process selection? Also discuss the steps of process planning and design.

**5** Layout design procedures are classified into certain methods. List them. Also explain about travel chart, automated layout planning and systematic layout planning.

**6.** Suppose that there are five existing plants and they have locations of (400,200), (800,500), (1100,800),(200,900) and (1300,300). Furthermore suppose the number of tons of materials transported per year from new plant to various existing plants are 450, 1200, 300, 800 &1500 respectively. Then find the optimum location for new plant

**7** Consider the following flow shop problem. Find the schedule minimum time required to process all jobs.

| Job | Machine 1 | Machine 2 | Machine 3 |
|-----|-----------|-----------|-----------|
| 1 | 10 | 15 | 23 |
| 2 | 8 | 10 | 7 |
| 3 | 12 | 7 | 10 |
| 4 | 15 | 20 | 6 |

**8.a)** What are the types of model of inventory system? Explain them in detail.

**b)** How pre-purchase system, ordering system, and post purchase system is associated to purchasing management?

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# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A I Year II Semester Regular/Supple Examinations, Oct/Nov 2020
### Quantitative Analysis for Business Decisions
### (MBA)

| Roll No | | | | | | | | | |
|---------|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |

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

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

**1** Discuss the applications of OR in different managerial areas in detail

**2** a) Explain the significant role of operations research in decision-making?

b) What are the different models in OR? Explain in detail

**3** 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 as a mathematical model and solve graphically.

**4**     a) What are the underlying steps involved in formulating a linear programming model?
       b) solve the following L.P.P
          $Minimize Z = 15x_1 + 10x_2$ subject to costraints, $3x_1 + 5x_2 \leq 5$, $5x_1 + 2x_2 \leq 3$, $5x_1 + 12x_2 \leq 30$ and $x_1, x_2 \geq 0$.

**5** Using MODI method to Solve the following T.P for optimum transportation cost apply VAM.

| 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 |

**6**     a) Define an assignment problem. Explain it as a special case of Transportation problems.

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.

**7**    a) What is a game? State its properties.

b) Find the optimal strategies for each player in the following pay off matrix .

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

**8**   The following are the details of the project.
Draw the network,
Find the critical path, expected time of the project and total and free float for each activity diagram to with the following.

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

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