MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, August 2023
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-1

1a) Explain the Scope and Functions of Financial Management.   **[7M]**

1b) Time Value of Money is helpful in Capital Budgeting, explain   . **[7M]**

OR

2a) Explain the objectives of Financial Management. **[7M]**

2b) Wealth Maximization is superior to Profit Maximization – Comment.   **[7M]**

SECTION-II

3) The expected Cash Flows of a project are as follows   **[14M]**

YEAR	CASH FLOWS	PV @ 12
0	-100000	1
1	20000	0.892
2	30000	0.797
3	40000	0.711
4	50000	0.635
5	30000	0.567

The Cost of Capital is 12 %, Calculate NPV

OR

4) Define Cost of Capital. Explain its significance in Financial decision making   **[14M]**

SECTION-III

5) Explain the significance of Operating and Financial Leverage analysis for a financial executive in corporate profit and financial structure planning.   **[14M]**

OR

6) Rao Corporation has a target capital structure of 60% equity and 40% debt. Its cost of equity is 18% and its pretax cost of debt is 13%. If the relevant tax rate is 35%. What is Rao Corporation's WACC   **[14M]**

SECTION-IV

7) Discuss in detail the Walter and Gordon's Dividend Policy with formulae.   **[14M]**

OR

8) Discuss the relationship between the Dividend Policy and the Value of the firm.   **[14M]**

SECTION-V

9a) Distinguish between Gross Working Capital and Net Working Capital. **[7M]**

9b) Discuss the factors that determine the working capital needs of a firm. **[7M]**

OR

10) State the reasons for Cash Flow problems and discuss about the methods of cash management.   **[14M]**

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Code No: **R18MBA11**
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I Year II Semester Supplementary Examinations, August 2023
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   **Marks**

1 **A** Define Human Resource Management. Elucidate the objectives of Human Resource Management.   **[6M]**

   B What is Human Resource Planning? Highlight the need and importance of HRP.   **[8M]**

OR

2 **A** Differentiate between Job description and Job Specification.   **[6M]**

   B Describe the basic techniques that are commonly used by the organisation for designing a job.   **[8M]**

SECTION-II

3 **A** List out the various sources of recruitment in organisations.   **[8M]**

   B Define selection. Discuss different types of selection tests used in selecting right person for right job.   **[6M]**

OR

4 **A** Explain the errors that occur during Interviewing Process.   **[7M]**

   B What do you mean by Induction? Explain the relevance of Induction programmes.   **[7M]**

SECTION-III

5 **A** Analyze the need for Performance Appraisal.   **[6M]**

   B Define training. Examine on the job and off the job methods of training.   **[8M]**

OR

6 **A** What is the importance of Career Development?   **[7M]**

   B Illustrate the process of training.   **[7M]**

SECTION-IV

7 **A** Illustrate the features of Good Compensation System.   **[7M]**

   B What are the various components of salary in India?   **[7M]**

OR

8 **A** Explain the importance of Fringe benefits.   **[6M]**

   B Highlight the merits and demerits of Job Evaluation.   **[8M]**

SECTION-V

9 **A** What are Industrial Disputes as per the Industrial Disputes Act?   **[6M]**

   B State and explain the machineries that can be used for prevention and settlement of Industrial Disputes.   **[8M]**

OR

10 *A* Explain the concept of Collective Bargaining and discuss various types of Collective Bargaining. **[7M]**

    B Explain the role of parties involved in Industrial Relations. **[7M]**

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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, August 2023
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   Marks

1	A	What is the role of Management Information Systems (MIS) in an organization, and why is it important to design an effective MIS?	**[7M]**
	B	Explain the concept of competitive advantage and discuss how Information Systems can contribute to achieving it in business.	**[7M]**

OR

2	A	Explain the nature and scope of MIS.	**[7M]**
	B	Explain the Information System Processing functions in detail.	**[7M]**

SECTION-II

3	A	What is the role of DSS in organization? Explain model of decision making.	**[7M]**
	B	Name the models of E-commerce and give an example for each of them.	**[7M]**

OR

4	A	Differentiate between MIS and DSS.	**[4M]**
	B	Explicate Business Intelligence and Knowledge Management Systems.	**[10M]**

SECTION-III

5	A	What is system acquisition? Explain the hurdles involved in it.	**[7M]**
	B	What are the benefits of system maintenance? Discuss.	**[7M]**

OR

6	A	Discuss global perspective on cyber crime.	**[7M]**
	B	Explain how evaluation and maintenance of IS takes place.	**[7M]**

SECTION-IV

7	A	Explain the features of successful ERP Implementation.	**[10M]**
	B	What factors have driven the historical development of ERP modules, and how have they adapted to changing business needs and technological advancements?	**[4M]**

OR

8	A	How does an enterprise benefit from implementing an ERP system?	**[7M]**
	B	Discuss the reasons for the growth of ERP and state the obstacles of applying IT.	**[7M]**

SECTION-V

9	A	Explain the functions of Finance module as a part of ERP. Illustrate any four Business models you are familiar with.	**[7M]**

	B	Explain the role of IS in the areas of customer relationship management.	**[7M]**
		OR	
10	*A*	What are the key aspects of information systems used for financial management control?	**[7M]**
	B	How does the Sales and Marketing module of an ERP system benefit organizations in managing customer relationships and optimizing sales processes?	**[7M]**

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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, August 2023
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	A	Illustrate about Marketing environment.	**[7M]**
	B	Contrast on International Marketing.	**[7M]**
		OR	
2	A	Define MIS and Determine the procedure to maintain MIS effectively.	**[7M]**
	B	Identify various Marketing Strategies for consumer products.	**[7M]**

SECTION-II

3	A	Explain the Process of creating customer value.	**[7M]**
	B	List Factors effecting product development.	**[7M]**
		OR	
4	A	Analyze the Steps in analysing customer markets.	**[7M]**
	B	Appraise the Process of consumer decision making.	**[7M]**

SECTION-III

5	A	Dissect the Evaluation of market segmentation.	**[7M]**
	B	Evaluate the Positioning maps.	**[7M]**
		OR	
6	A	Write about Positioning process.	**[7M]**
	B	Define Targeting and Organise the Targeting process.	**[7M]**

SECTION-IV

7	A	Explain the characteristics of business and consumer products.	**[7M]**
	B	Assess pros and cons of channel for consumer products.	**[7M]**
		OR	
8	A	Contrast on the concept of Personal selling.	**[7M]**
	B	Dsicuss the Promotion mix strategies.	**[7M]**

SECTION-V

9	A	Explain the Importance of pricing.	**[7M]**
	B	Explain the factors effecting rural marketing .	**[7M]**
		OR	
10	A	Differentiate between global and domestic marketing.	**[7M]**
	B	Adapt the Steps to improve relations with consumers by relationship marketing.	**[7M]**

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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, August 2023
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	Explain the steps in operations research as a process	**[7M]**
	B	Illustrate the applications of OR in different managerial areas.	**[7M]**

OR

2	A	What is a Model in OR? Explain models by Nature.	**[7M]**
	B	What are the limitations of OR?	**[7M]**

SECTION-II

3	A	Solve the below LPP using Graphical Method	**[7M]**

$$\text{Max } Z = 3x_1 + x_2$$
$$\text{s/t}$$
$$2x_1 + x_2 \leq 2$$
$$x_1 + 3x_2 \leq 3$$
$$x_2 \leq 4$$
$$x_1, x_2 \geq 0$$

	B	Write the procedure for solving an LPP using the Graphical Method	**[7M]**

OR

4	A	Give the mathematical form of the Linear Programming Problem.	**[7M]**
	B	What are the limitations of LPP?	**[7M]**

SECTION-III

5	A	Solve the below transportation problem for IBFS.	**[7M]**

	I	II	III	IV	Supply
A	5	3	6	2	19
B	4	7	9	1	37
C	3	4	7	5	34
Demand	16	18	31	25	

	B	What is Transportation Problem? State its methods of solution.	**[7M]**

OR

6	A	Define the Assignment Problem. Write its advantages.	**[7M]**
	B	Explain the steps in dealing with degeneracy in the assignment problem.	**[7M]**

SECTION-IV

7	A	Describe the key notations in Game Theory.	**[7M]**
	B	Write about Saddle Point and the Value of the Game with an example.	**[7M]**

OR

8 *A* Find out the value of the game and optimum strategies for both players. **[7M]**

	I	II	III	IV
X	2	4	1	6
Y	3	2	5	4
Z	1	4	6	3

   B Explain the steps in the rule of dominance method in solving a game with an example. **[7M]**

SECTION-V

9 *A* State the rules for drawing a network diagram in PERT. **[7M]**
   B Distinguish between PERT and CPM. **[7M]**

OR

10 *A* Draw the network and find the critical path. **[8M]**

Activity	1-2	2-3	2-4	2-5	3-6	4-6	4-5	5-7	6-7	7-8
Duration	5	6	8	12	8	10	0	6	4	4

   B Explain the following
       a. Dummy activity **[2M]**
       b. Total Float **[2M]**
       c. Free Float **[2M]**

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