

**Code No: R18MBA16****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY  
(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, December 2021****Business Ethics & Corporate Governance****(MBA)**

<b>Roll No</b>									
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**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 do you mean by business ethics? Discuss Five Myths about Business Ethics **[14M]**

OR

**2** Discuss the Carol Gilligan's Theory in detail **[14M]****SECTION-II****3** Explain importance of Ethics in finance and accounting professionals **[14M]**

OR

**4** What are the approaches in ethical dilemmas? **[14M]****SECTION-III****5** Write about Ethical dimensions of cyber crimes in detail **[14M]**

OR

**6** Write a short notes on: **[14M]**

a) Sociology of cyber criminals

b) Cyber crimes and cyber Terrorism

**SECTION-IV****7** Explain about Nature and evolution of corporate governance **[14M]**

OR

**8** What are the objectives of corporate governance? Explain the corporate governance model in India. **[14M]****SECTION-V****9** Discuss the theories of corporate governance **[14M]**

OR

**10** Give a note on the OECD Principles and Irani Committee report **[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, December 2021****Human Resource Management****(MBA)**

<b>Roll No</b>										
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**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 Describe the managerial and operative functions of Human Resource Management [14M]

OR

- 2 “Job Analysis is the most basic personnel management function” Discuss [14M]

**SECTION-II**

- 3 Describe the various steps involved in selection process [14M]

OR

- 4 Explain the internal and external sources of recruitment [14M]

**SECTION-III**

- 5 Discuss the advantages & problems of linking compensation with performance [14M]

OR

- 6 Define training and explain the significance & steps of training needs assessment. [14M]

**SECTION-IV**

- 7 Discuss modern methods of performance appraisal [14M]

OR

- 8 Discuss the various strategies for a successful career. [14M]

**SECTION-V**

- 9 What do you mean by Industrial Relations Management? Discuss its nature and parties to IR [14M]

OR

- 10 Write a short note on: [14M]  
a) Collective Bargaining  
b) Factors affecting Unionism

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**Code No: R18MBA17****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, December 2021****Management Information Systems & ERP****(MBA)**

<b>Roll No</b>									
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**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 Identify the nature and scope of MIS on people, organisation and management styles? [14M]

OR

- 2 Discuss the various types of Information used in solving business problems with suitable examples. [14M]

**SECTION-II**

- 3 Explain in detail the different types of e-commerce from perspective of the buyers and seller relationship by giving suitable example for each. [14M]

OR

- 4 a. Define Business Intelligence? Explain Business Intelligence application for Data Analytics. [7M]  
b. Write a note on knowledge management system. [7M]

**SECTION-III**

- 5 List the steps involved in Information System planning process starting from planning to control? [14M]

OR

- 6 Write a detailed note on Global perspective on cybercrime? [14M]

**SECTION-IV**

- 7 What is ERP? List the benefits of ERP to business [14M]

OR

- 8 Write a detailed note on the challenges of implementation of ERP. [14M]

**SECTION-V**

- 9 Explain various control processes available in sales and marketing modules of ERP [14M]

OR

- 10 Write a brief note on the features of financial modules in ERP system [14M]

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Code No: **R18MBA13****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Supplementary Examinations, December 2021****Marketing Management****(MBA)**

<b>Roll No</b>										
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**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 are the factors of Micro Environment? Explain in detail. [14M]

OR

- 2 Define Marketing Management. Explain the importance of Marketing Management. [14M]

**SECTION-II**

- 3 Describe the stages in new product development process. [14M]

OR

- 4 Explain the various strategic marketing mix components. [14M]

**SECTION-III**

- 5 What is target marketing? Explain the alternative target marketing strategies. [14M]

OR

- 6 What is product positioning? Explain positioning maps and strategies. [14M]

**SECTION-IV**

- 7 What do you mean by sales promotion? Discuss its features and importance. [14M]

OR

- 8 Define personal selling and enumerate the salient features of it. [14M]

**SECTION-V**

- 9 Discuss nature and scope of rural marketing. [14M]

OR

- 10 Define Pricing? Discuss the various methods of pricing. [14M]

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Code No: R18MBA20

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, December 2021****Personal Effectiveness****(MBA)**

<b>Roll No</b>									
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**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. 'Understanding one's weaknesses is a vital step in overcoming them.' Discuss the statement with respect to SWOT analysis. [14M]

**(OR)**

2. 'Efficiency is doing things right; effectiveness is doing the right things.' Discuss the statement in the light of increasing importance of 'Personal Effectiveness' as a specialized field. [14M]

**SECTION – II**

3. What do you understand by Group discussion? What are the objectives? How we can improve our performance in group discussions? [14M]

**(OR)**

4. What are some common symptoms of stage fright? Suggest ways of overcoming them. [14M]

**SECTION – III**

5. Discuss in detail the important steps in the process of producing a coherent written text? [14M]

**(OR)**

6. Discuss in detail various steps in the process of an effective presentation. [14M]

**SECTION – IV**

7. What preparations are required for appearing for an interview? Enumerate various types of questions asked in an interview. Give examples. [14M]

**(OR)**

8. Explain the importance of emotional intelligence and mental balance in professional life. [14M]

**SECTION – V**

9. Write a letter to Oriental Insurance Company informing them of the loss to the stock due to fire accident in your garment factory. [14M]

**(OR)**

10. Explain corporate roles and responsibilities of CEO and managers. [14M]

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Code No: **R18MBA15****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Supplementary Examinations, December 2021****Production and Operations Management****(MBA)**

<b>Roll No</b>									
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**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 Explain the various Functional Subsystems of an organization and their interdependence. [14M]

OR

- 2 What do you mean by Strategic Management ? [5M]  
Explain the various levels of strategies in an organization. [9M]

**SECTION-II**

- 3 Elucidate the responsibilities of Process Planning Engineer. [14M]

OR

- 4 Explain the importance of Value Analysis in an organisation. [14M]  
Explain the procedure of Value Analysis.

**SECTION-III**

- 5 Discuss the different factors which influence plant location. [14M]

OR

- 6 Explain various types of Layouts with examples. [14M]

**SECTION-IV**

- 7 What is a Job Shop ? Explain why Scheduling plays a prominent role in a Job Shop ? [14M]

OR

- 8 5 jobs J1 to J5 are to be processed on two work centres WC<sub>1</sub> and WC<sub>2</sub> in the same sequence. The processing times in hours for these jobs at the work centres are given below. [14M]

<b>Job</b>	<b>J<sub>1</sub></b>	<b>J<sub>2</sub></b>	<b>J<sub>3</sub></b>	<b>J<sub>4</sub></b>	<b>J<sub>5</sub></b>
<b>WC<sub>1</sub></b>	12	4	5	15	10
<b>WC<sub>2</sub></b>	22	5	3	16	8

Determine a optimal job sequence which would minimise the cycle time and idle times in the two work centre using Johnson's Rule.

**SECTION-V**

- 9 Explain various types of Inventory Models. [14M]

OR

- 10 Explain the need and importance of Scrap Management in an organisation. [14M]  
Explain various ways to reduce scrap in an organisation.

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Code No: R18MBA14

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Supplementary Examinations, December 2021****Quantitative Analysis for Business Decisions**

(MBA)

<b>Roll No</b>									
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**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 Define OR? List the typical applications of OR in real world. [14M]

OR

- 2 Discuss at length the advantages and limitation of Operations Research [14M]

**SECTION-II**

- 3 Reddy electronics manufactures and sell two models of lamps L1 and L2 the profit being Rs.15 and Rs.10 respectively. The process involves two workers W1 and W2 who are available for this kind of work with 100 and 80 hours per month respectively. W1 assembles L1 in 20 minutes and L2 in 30 minutes. W2 paints L1 in 20 minutes and L2 in 10 minutes. Assuming that all lamps made can be sold without difficulty, determine production figures that maximize the profit using graphic method. [14M]

OR

- 4  $\text{Max}Z=500X_1 + 600X_2 + 1200X_3$  [14M]  
S.T.C

$$2X_1 + 4X_2 + 6X_3 \leq 160$$

$$3X_1 + 2X_2 + 4X_3 \leq 120$$

Where  $X_1, X_2, X_3 \geq 0$ **SECTION-III**

- 5 Hyderabad Oil Co. has three refineries and 4 depots. Transportation cost per ton and requirements are given below: [14M]

	<b>D1</b>	<b>D2</b>	<b>D3</b>	<b>D4</b>	<b>Capacity</b>
<b>P1</b>	5	7	13	10	<b>700</b>
<b>P2</b>	8	6	14	13	<b>400</b>
<b>P3</b>	12	10	9	11	<b>800</b>
<b>Requirement</b>	<b>300</b>	<b>600</b>	<b>700</b>	<b>400</b>	

Determine optimal allocation of output.

OR

- 6 Solve the following assignment problem: [14M]

<b>Typist/Jobs</b>	<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>
<b>A</b>	75	50	35	45
<b>B</b>	70	40	70	50
<b>C</b>	90	60	60	55
<b>D</b>	85	45	30	40

**SECTION-IV**

- 7 Reduce the following game by dominance property and solve it: [14M]

		<b>PLAYER B</b>				
		<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>
<b>PLAYER A</b>	<b>A1</b>	1	3	2	7	4
	<b>A2</b>	3	4	1	5	6
	<b>A3</b>	6	5	7	6	5
	<b>A4</b>	2	0	6	3	1

OR

- 8 Following pay-offs of three acts A1, A2, A3 and the events E1, E2, E3. [14M]

State of Nature	Act-A1	Act-A2	Act-A3
<b>E1</b>	-20	-50	200
<b>E2</b>	200	-100	-50
<b>E3</b>	400	600	300

The probabilities of the states of nature are respectively 0.3, 0.4 and 0.3. Calculate the E.M.V for the data given and conclude which of the acts can be chosen as the best. Also find the expected value of perfect information.

**SECTION-V**

- 9 From the following data given in the table construct the network and crash it to optimum value and calculate the optimum project cost. Indirect cost is given as Rs.100 per day [14M]

Activity	Normal		Crash	
	Time(Days)	Cost (Rs)	Time(Days)	Cost (Rs)
1-2	3	300	2	400
2-3	6	480	4	520
2-4	7	2100	5	2500
2-5	8	400	6	600
3-4	4	320	3	360
4-5	5	500	4	520

OR

- 10 Characteristics of a project schedule are given below: [14M]

Activity		Activity Time		
Tail Event	Head Event	Optimistic	Pessimistic	Most likely
1	2	1	3	2
2	3	1	7	4
2	7	2	4	3
3	4	1	5	3
3	5	0	0	0
4	6	0	0	0
5	6	3	13	5
7	8	4	12	8
6	9	4	14	6
8	9	1	3	2

Determine

- i) Expected activity times,
- ii).Earliest expected and latest expected time for event
- iii) Draw a network and indicate the critical path on it

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Code No: **R18MBA12****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A I Year II Semester Supplementary Examinations, December 2021****Financial Management**

(MBA)

<b>Roll No</b>									
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**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 Define Scope of Financial Management. What role should financial manager play in modern enterprise? [14M]

OR

- 2 Profit Maximization Vs Wealth Maximization- Discuss [14M]

**SECTION-II**

- 3 A chemical Company is considering investing in a project whose costs is Rs.4,00,000. The estimated salvage value is Zero, the proposed project has Cash Flow as follows. [14M]

Year	1	2	3	4	5
CFBT(Rs.)	2,00,000	2,00,000	3,50,000	1,50,000	350,000

Determine : (i) Net Present Value at 15% discount rate  
(ii) calculate PBP

OR

- 4 A company has in its books the following amounts and the specific costs of each type of a capital are as follows. [14M]

Type of Capital	Book Value(Rs.)	Market Value(Rs.)	Specific Costs (%)
Equity Capital	24,00,000	48,00,000	13
Retained Earnings	8,00,000		9
Debentures	16,00,000	15,20,000	5
Preference Capital	4,00,000	4,40,000	8
<b>Total</b>	<b>52,00,000</b>	<b>67,60,000</b>	

Determine the weighted average cost of capital using (a) Book value weights and (b) Market value weights

**SECTION-III**

- 5 The NOI approaches similar to M.M.Hypothesis. Comment [14M]

OR

- 6 A Ltd. Company has equity share capital of Rs.5,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs.3,00,000 for expansion cum modernization plans. [14M]

The company plans the following financing schemes:

- (a) All common stock  
(b) Rs1,00,000 in common stock and Rs.2,00,000 in debt @ 10% p.a.

(c) All debts at 10% p.a.

(d) Rs.1,00,000 in common stock and Rs. 2,00,000 in preference capital with the rate of dividend at 8%.

The company's expected earnings before interest and tax (EBIT) are Rs. 1,50,000. The corporate rate of tax is 50%. Determine the Earnings per share (EPS) in each plan and comment on the implications of financial leverage

**SECTION-IV**

**7** Explain the significance of M.M. approach with respect to dividend theories [14M]

OR

**8** Explain the proposition made by Gordon regarding dividend policy. [14M]

**SECTION-V**

**9** What do you understand by inventory management? What purpose does inventory management serve? [14M]

OR

**10** Explain the different principles of working capital. Also explain the methods of estimating working capital requirements. [14M]

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