

Code No: R18MBA16

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, March 2024**Business Ethics & Corporate Governance****(MBA)**

Roll No									
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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.

SECTION-I

- 1 A Define Business Ethics and levels of business ethics [7M]
 B Dramatize Kohlberg's model development theory [7M]
 OR
 2 A Illustrate Carol Gilligan's Theory [7M]
 B Discuss on various Levels of Business Ethics [7M]

SECTION-II

- 3 A What is meant by ethical dilemma? Explain various steps to overcome ethical dilemma. [7M]
 B Explain ethics of finance and accounting professionals [7M]
 OR
 4 A Analyze ethics in production and production management [7M]
 B Demonstrate Ethics in HRM [7M]

SECTION-III

- 5 A Differentiate Cyber crimes vs. cyber Terrorism [7M]
 B Explain about Ethical dimensions of cyber crimes [7M]
 OR
 6 A What is meant by cyber crime? How is it in India? Explain by taking recent issues [7M]
 B Identify cyber crimes psychology, mindset [7M]

SECTION-IV

- 7 A What is Corporate Governance explain briefly [7M]
 B Discuss in detail board structure process and evaluation [7M]
 OR
 8 A Explain Corporate Governance model of India [7M]
 B Briefly discuss the benefits of corporate governance [7M]

SECTION-V

- 9 A Summarize Irani Committee Report [7M]
 B Examine OECD Principles of Corporate Governance [7M]
 OR
 10 A Determine Corporate Governance – Risk, Internal Control [7M]
 B Elaborate Banks and Corporate Governance. [7M]

Code No: R18MBA12

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, March 2024**Financial Management****(MBA)**

Roll No									
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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.

SECTION-I**Marks**

- 1 **A** Describe the salient features of the financial management. **[7M]**
 B Briefly explain the three key activities of the financial manager. **[7M]**

OR

- 2 **A** Briefly describe the three basic reasons why profit/EPS maximization fails to be consistent with wealth maximization **[7M]**
 B Explain the difference between maximizing Vs satisfying. **[7M]**

SECTION-II

- 3 **A** What is pay back period? Also, discuss the utility of the pay back period in determining the Capital budgeting decision. **[7M]**
 B Determine the average rate of return from the following data of two machines A and B **[7M]**

Particulars	MACHINE A	Machine B
Cost	56125	56125
Annual estimated income after dep. And income tax :		
Year I	3375	11375
Year 2	5375	9375
Year 3	7375	7375
Year 4	9375	5375
Year 5	11375	3375
Estimated life (years)	5	5
Estimated salvage value	3000	3000
Depreciation has been charged on straight line basis		

OR

- 4 **A** Do the profitability index and the NPV criterion of evaluating investment proposals lead to the same acceptance rejection and rank in decisions? **[7M]**
 B XYZ Ltd. Is considering two mutually exclusive projects – A and B each involving a cost of Rs. 240,000 the expected life of the project is 5 years for which the cash flows after tax are given below. you are required to

calculate Pay back period and NPV @10% .

Year	Project A	Project B
1	80,000	40,000
2	80,000	40,000
3	80,000	80,000
4	80,000	160,000
5	80,000	80,000

SECTION-III

- 5 **A** What is the indifference point and why is it so called? Who is its usefulness? **[7M]**
- B** Determining the optimal capital structure of accompany from the following information supplied to you assuming 35 percent tax rate: **[7M]**

Cost of debt (Ki (percent)	Cost of equity Ke percent	Debt ((equity+debt) (B/V)
11	13	0
11	13	0.1
11.6	14	0.2
12	15	0.3
13	16	0.4
15	18	0.5
18	20	0.6

OR

- 6 **A** Explain the significance of operating and financial leverage analysis for a financial executive to incorporate profit and financial structure planning **[7M]**
- B** The operating and cost data of ABC Ltd are: **[7M]**
 Sales Rs.20,00,000
 Variable costs Rs 14,00,000
 Fixed costs 4,00,000(including 15 percent interest on Rs 10,00,000)
 Calculate its operating, financial and combined leverage

SECTION-IV

- 7 **A** Explain residual theory of dividend with an appropriate example? **[7M]**
- B** The following figures are collected from the annual report of XYZ ltd. **[7M]**
 Net profit Rs30,00,000
 Outstanding 12% preference shares Rs 100 lakhs
 Number of equity shares Rs 300,000
 Return on investment 20%
 What should be the approximate dividend payout ratio so as to keep the share price Rs 42 by using Walter Model?

OR

- 8 **A** What is the rationale of the residual theory of dividends? What are the steps a corporate should take to implement it? **[7M]**
- B** The following information is available in respect of a firm: **[7M]**
 Capitalisation (ke)= 0.10
 Earnings per share (E) = 10 Rs
 Assumed rate of return on investments (r) : (i) 15, (ii) 8 and (iii) 10
 Show the effect of dividend policy on the market price of shares, using Walter's model

SECTION-V

- 9** **A** Length of operating cycle is a major determinant of working capital needs of a business firm. Explain? **[7M]**
- B** ABC Ltd. sells goods on a gross profit of 25%. Depreciation is considered as a part of cost of production. The following are the annual figures given to you:
Sales (2 months credit) ₹18,00,000
Materials consumed (1 months credit) ₹ 4,50,000
Wages paid (1 month lag in payment) ₹ 3,60,000
Cash manufacturing expenses (1 month lag in payment) ₹ 4,80,000
Administrative expenses (1 month lag in payment) ₹ 1,20,000
Sales promotion expenses (paid quarterly in advance) ₹ 60,000
The company keeps one month's stock each of raw materials and finished goods. It also keeps ₹1,00,000 in cash. You are required to estimate the working capital requirements of the company on cash cost basis, assuming 15% safety margin **[7M]**
- OR**
- 10** **A** Write shote notes on
i). permanent working capital **[2M]**
ii) Temporary working capital **[2M]**
iii) gross working capital **[2M]**
iv) net working capital **[2M]**
- B** Define management of receivables. Explain its importance. **[6M]**

Code No: **R18MBA11****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****Human Resource Management****(MBA)**

Roll No										
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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.

SECTION-I**Marks**

- 1 **A** What do you mean by HRM? Explain its functions. **[7M]**
 B Discuss the challenges faced by HR manager in the present business environment? **[7M]**

OR

- 2 **A** Define Job analysis. Explain the methods of collecting job analysis information. **[7M]**
 B What is job rotation? List out its advantages and disadvantages. **[7M]**

SECTION-II

- 3 **A** Distinguish between recruitment and selection **[6M]**
 B Explain the advantages and disadvantages of tests. **[8M]**

OR

- 4 **A** Describe the contents of appointment letter. **[6M]**
 B “A good selection process is a key in finding talents and forms the back bone for effective management” Explain. **[8M]**

SECTION-III

- 5 **A** Discuss the need of training in an organisation. **[7M]**
 B Distinguish between Training and Development? **[7M]**

OR

- 6 **A** Critically evaluate the different methods of Performance Appraisal. **[8M]**
 B What is career planning? Write down its features. **[6M]**

SECTION-IV

- 7 **A** What is the need of wage policy? **[7M]**
 B What are the different types of wage policy? **[7M]**

OR

- 8 **A** Why are employees paid bonus? Discuss its relevance. **[7M]**
 B Explain in detail the various methods of job evaluation. **[7M]**

SECTION-V

- 9 **A** List out the salient features of Industrial Disputes Act. **[7M]**
 B Do you think technology has impact on industrial relations? Substantiate your answer? **[7M]**

OR

- 10 **A** What are the causes of Employee Grievances? **[7M]**
 B Discuss the steps involved in the Grievance Redressal procedure. **[7M]**

Code No: **R18MBA17****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****Management Information Systems & ERP****(MBA)**

Roll No									
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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.

- | | | | Marks |
|---------------------------|----------|---|--------------|
| <u>SECTION-I</u> | | | |
| 1 | A | Explain various types of IS and list out their features. | [7M] |
| | B | Discuss about the structure of MIS. | [7M] |
| OR | | | |
| 2 | A | Explain the components of information system resources and activities. | [7M] |
| | B | Explain the concept of classification in Management Information Systems (MIS) and discuss its relevance in decision-making processes. | [7M] |
| <u>SECTION-II</u> | | | |
| 3 | A | What is Knowledge Management? Explain in brief the steps involved in its process. | [7M] |
| | B | Explain the different types of E-Commerce and their applications. | [7M] |
| OR | | | |
| 4 | A | What is DSS? Explain the components of Decision support system | [7M] |
| | B | What is the need for Security for an Information system? Point out good security control methods. | [7M] |
| <u>SECTION-III</u> | | | |
| 5 | A | Discuss the need for system planning and acquisition. | [7M] |
| | B | List out the advantages of Business Intelligence. | [7M] |
| OR | | | |
| 6 | A | How to evaluate and maintain KMIS with suitable examples. | [7M] |
| | B | Explain the recent cyber crimes in India with their impact on business. | [7M] |
| <u>SECTION-IV</u> | | | |
| 7 | A | What are the key business benefits of implementing an ERP system in an organization? | [7M] |
| | B | Discuss about ERP Systems and their modules. | [7M] |
| OR | | | |
| 8 | A | Elaborate on the goals, functionality, users of ERP. | [7M] |
| | B | What are the common challenges organizations faces when implementing an ERP system? | [7M] |
| <u>SECTION-V</u> | | | |
| 9 | A | Examine the role of information systems in a Customer Relationship Management System for better customer services and discuss the different methods of CRM in ERP system. | [7M] |
| | B | Could you provide an overview of the Finance and Accounting module within an ERP system? | [7M] |

OR

- 10** **A** What are ERP modules, and how do they contribute to the overall functionality of an ERP system? **[7M]**
- B** How does the Sales and Marketing module of an ERP system that help organizations to manage their customer relationships and streamline sales processes? **[7M]**

Code No: **R18MBA13****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****Marketing Management****(MBA)**

Roll No									
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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.

SECTION-I

- 1 A Explain the nature and scope of Marketing. [7M]
 B Recall various Marketing Ethics. [7M]

OR

- 2 A Identify the Marketing research process. [7M]
 B Contrast on the Importance of Marketing. [7M]

SECTION-II

- 3 A List various Factors effecting consumer behaviour. [7M]
 B Analyze the Stages and characteristics of product life cycle. [7M]

OR

- 4 A Assess the various Factors effecting brand value. [7M]
 B Compile the Stages in product development. [7M]

SECTION-III

- 5 A Difference between consumer market and business market. [7M]
 B Appraise the Process of effective market segmentation. [7M]

OR

- 6 A Classify the various Positioning strategies. [7M]
 B Outline the Market targeting strategies. [7M]

SECTION-IV

- 7 A Compile the Marketing Channel structure. [7M]
 B Identify the Factors affecting Promotional mix. [7M]

OR

- 8 A Examine the Functions of Marketing channel. [7M]
 B Dissect the Sales promotion strategies. [7M]

SECTION-V

- 9 A Recall the Determinants of price. [7M]
 B Outline the Ethics to be followed while fixing price . [7M]

OR

- 10 A Examine the various Pricing strategies. [7M]
 B Determine the various Advantages of digital marketing. [7M]

Code No: **R18MBA15**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, March 2024

Production and Operations Management

(MBA)

Roll No									
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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.

SECTION-I

Marks

- | | | | |
|----------|----------|--|------|
| 1 | A | Explain concept of production and discuss five generic competitive strategies in detail. | [7M] |
| | B | Compare and Contrast between Flow, Job Shop and Batch production | [7M] |
| OR | | | |

- | | | | |
|----------|----------|--|------|
| 2 | A | Briefly explain how production function is related to other areas of functional management of the organization | [7M] |
| | B | What is system concept of production/operation? | [7M] |

SECTION-II

- | | | | |
|----------|----------|--|------|
| 3 | A | What is standardization? What are its advantages in manufacturing? | [7M] |
| | B | Explain the steps in process design in detail. | [7M] |
| OR | | | |

- | | | | |
|----------|----------|---|------|
| 4 | A | What are the important phases of value engineering? Briefly explain each of them. | [7M] |
| | B | Elaborate different steps involved in product design. | [7M] |

SECTION-III

- | | | | |
|----------|----------|--|------|
| 5 | A | Describe break-even analysis with examples. | [7M] |
| | B | How does the choice of the layout affect the operational performance of an organization? | [7M] |
| OR | | | |

- | | | | |
|----------|----------|---|------|
| 6 | A | What are the factors affecting Plant Location and Plant Layout? | [7M] |
| | B | Describe the Plant lay out design procedure in detail. | [7M] |

SECTION-IV

- | | | | |
|----------|----------|---|-------|
| 7 | A | There are five jobs, each of which must go through the machines A, B and C in the order ABC. Determine the sequencing and the total elapsed time. | [10M] |
|----------|----------|---|-------|

Job No.	1	2	3	4	5
Machine A	5	7	6	9	5
Machine B	2	1	4	5	3
Machine C	3	7	5	6	7

- | | | | |
|----|----------|--|------|
| | B | What is scheduling? Explain about schedule generation? | [4M] |
| OR | | | |

- | | | | |
|----------|----------|---|------|
| 8 | A | Discuss different types of schedules in detail. | [7M] |
| | B | Explain all the steps in lay out design procedures. | [7M] |

Code No: **R18MBA14****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****Quantitative Analysis for Business Decisions****(MBA)**

Roll No										
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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.

SECTION-I**Marks**

- 1** **A** Illustrate different types of models in operations research. **[7M]**
B Discus the scope of Operations Research **[7M]**

OR

- 2** **A** A company manufactures two products P1 and P2 . Each product uses lathe and milling machine. The processing time per unit of P1 on the lathe is 5 hours and on the milling machine is 4 hours. The processing time per unit of P2 on the lathe is 10 hours and on the milling machine is 4 hours. The maximum number of hours available per week on the lathe and the milling machine are 60 hours and 40 hours respectively. Also the profit per unit of selling P1 and P2 are Rs.6.00 and Rs. 8.00 respectively. Formulate a linear programming model to determine the production volume of each of the products such that the total profit is maximized. **[7M]**
- B** What are the major applications of Operations Research in business, commerce and industry **[7M]**

SECTION-II

- 3** **A** Solve the following Liner Programming Problem (LPP) by using Graphical Method. **[7M]**

$$\text{Maximize } Z = 100X_1 + 80X_2$$

Subject to constraints

$$5X_1 + 10X_2 \leq 50 ,$$

$$8X_1 + 2X_2 \geq 16 ,$$

$$3X_1 - 2X_2 \geq 6$$

$$X_1 \text{ and } X_2 \geq 0$$

- B** Define the following **[7M]**
 (i) Basic variable (ii) Artificial variable (iii) Slack variable (iv) Feasible solution (v) Optimal solution

OR

- 4** Solve the following LP problem using Simplex method Maximize $Z = 6X_1 + 8X_2$ Subject to constraints $5X_1 + 10X_2 \leq 60$, $4X_1 + 4X_2 \leq 40$, X_1 and $X_2 \geq 0$ **[14M]**

SECTION-III

- 5** **A** Explain the steps involve in Least cost cell method to find the initial basic feasible solution for a transportation problem **[7M]**

B

[7M]

Find an initial basic feasible solution to the following transportation problem using Least cost cell method

	1	2	3	Supply
1	2	7	4	5
2	3	3	1	8
3	5	4	7	7
4	1	6	2	14
Demand	2	9	18	

OR

6

A What are the steps involve in Vogel’s approximation method to find the initial basic feasible solution for a transportation problem

[7M]

B Solve the following assignment problem using Hungarian method. The matrix entries are processing times in hours.

[7M]

		Jobs				
Machines		1	2	3	4	5
	A	10	12	15	12	8
	B	7	16	14	14	11
	C	13	14	7	9	9
	D	12	10	11	13	10
	E	8	13	15	11	15

SECTION-IV

7

A Define the following terminologies of game theory

[7M]

i) Players (ii) Strategy (iii) Maximin principle

B Write about the following

[7M]

Minimax principle, Saddle point, Value of the game

OR

8

A Find the optimum strategies of the players in the following game

[7M]

		Player B		
		1	2	3
Player	A	30	20	40
A	B	55	50	60
	C	60	30	40

B Discuss the steps involving in game with mixed strategies

[7M]

SECTION-V

9

A Distinguish between PERT and CPM

[7M]

B Find the Critical Path for the following problem

[7M]

Activity	1-2	1-3	2-4	3-4	4-5
Duration	6	2	4	3	4

OR

10

A What is a project? Explain rules for drawing a network

[7M]

B Write short notes on a) Project Crashing b) PERT

[7M]
