MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A I-Year - II Semester Supplementary Examinations, November-2019
Business Ethics & Corporate Governance
(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   Compare and contrast Kohlberg's study and Carol Gilligan's Theory with respect **[14M]** to moral development.

OR

2   Explain the myths about business ethics. Can business ethics be taught and **[14M]** trained?

SECTION-II

3   "Ethics play a vital role in every sphere of management." In the light of this **[14M]** statement, discuss the ethical issues in production and operation management.

OR

4   What is the relevance of ethics for finance and accounting professionals in **[14M]** accounting and financial decision making?

SECTION-III

5   Cyberspace necessarily operates world-wide. Whereas, intellectual property rights **[14M]** are still territorial in nature. In view of this, discuss how can the intellectual property rights be protected in the cyberspace.

OR

6   Discuss about the sociological factors that enhance cybercrime. What are the **[14M]** differences between traditional warfare and information Warfare?

SECTION-IV

7   What are the elements of the board structures and board process and how do they **[14M]** impact the Board performance?

OR

8   Explain how the Indian model of corporate governance is different from the **[14M]** models of other countries such as USA, UK, Japan etc.

SECTION-V

9   What is OECD? Explain its principles and importance in corporate governance.   **[14M]**

OR

10   What is self-disclosure and what is nature and significance of communication and **[14M]** disclosure policy in corporate governance?

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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, November-2019
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-I

1 Maximization of profits is regarded as the proper objective of investment decision, but it is not an exclusive as maximizing shareholders' wealth. Comment. **[14M]**

OR

2 Define Finance function. Finance function of a business is closely related to its other functions. Discuss. **[14M]**

SECTION-II

3 Under what circumstances may NPV and IRR give conflicting recommendations? Which criteria should be followed in such circumstances and why? **[14M]**

OR

4 The following items have been extracted from the Balance sheet of Pioneer Company as on 31st December, 2018. **[14M]**

Paid up capital	
4,00,000 Equity Shares of Rs. 10 each	40,00,000
Reserves and Surpluses	60,00,000
Loans:	
15% Non-convertible Debentures	20,00,000
14% Institutional Loans	60,00,000

Other information about the company as relevant is given below:

Year ended 31st Dec	Dividend per share Rs.	Earnings per share Rs.	Average Market Price per share Rs.
2007	4.00	7.50	50.00
2006	3.00	6.00	40.00
2005	4.00	4.50	30.00

You are required to calculate the weighted average cost of capital, using book values as weights and E/P Ratio as the basis of cost of equity. Assume 50% tax rate.

SECTION-III

5 What do you understand by capital structure? What are the major determinants of capital structure? **[14M]**

OR

6 Arabindo company has currently an equity share capital Rs. 40 lakhs consisting of 40,000 equity shares of Rs.100 each. The management is planning to raise another Rs.30 lakhs to finance a major programme of expansion through one of the four possible financing plans. The option are: **[14M]**
   (i) Entirely through equity shares
   (ii) Rs. 15 lakhs in equity shares of Rs.100 each and the balance in 8% Debentures

(iii)Rs. 10 lakhs in equity shares ofRs.100 each and the balance through long-term borrowing at 9% interest p.a.

(iv) Rs.15 lakhs in equity shares of Rs.100 each and the balance through preference shares with 5% dividend.

The company's expected earnings before interest and taxes (EBIT) will be Rs.15 lakhs. Assuming corporate tax rate of 50%, you are required to determine the EPS and comment on the financial leverage that will be authorised under each of the above scheme of financing.

SECTION-IV

7   What are the various factors influencing dividend policy and write detailed note theories of dividend.   **[14M]**

OR

8   What do you understand by working capital Management? Discuss the principles of working capital management   **[14M]**

SECTION-V

9   Explain and illustrate the utility and preparation of cash budget as a tool of cash management.   **[14M]**

OR

10   The income and expenditure forecasts for the months of March toAugust,2018 are given as follows: **[14M]**

Months	Sales (Credit) Rs.	Purchases (Credit) Rs.	Wages Rs.	Manufacturing expenses Rs.	Office expenses Rs.	Selling expenses Rs.
March	60,000	36,000	9,000	3,500	2,000	4,000
April	62,000	38,000	8,000	3,750	1,500	5,000
May	64,000	33,000	10,000	4,000	2,500	4,500
June	58,000	35,000	8,500	3,750	2,000	3,500
July	56,000	39,000	9,500	5,000	1,000	3,500
August	60,000	34,000	8,000	5,200	1,500	4,500

You are given the following further information:

1. Plant costing Rs.16,000 is due for delivery in July payable 10% on delivery and the balance after 3months.
2. Advance tax of Rs. 8,000 is payable in March and June each.
3. Creditors allow 2months credit and debtors are paying one month late. Opening Balance of Cash Rs.8, 000, lag of one month in expenses.
4. Prepare a cash budget for the months May to July.

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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M.B.A I-Year - II Semester Supplementary Examinations, November-2019
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

1 "Human resources planning allows companies to plan ahead so they can maintain a steady supply of skilled employees" justify the statement with an illustration and discuss the contemporary issues of HRM. **[14M]**

OR

2 "Job Analysis is the most basic important human resource management function" Discuss and explain the job design techniques in detail with specific illustration of jobs. **[14M]**

SECTION-II

3 Discuss the various internal and external sources of recruitment and make a detailed note on basic types of interviews, errors in Interviews. **[14M]**

OR

4 Provide a detailed note on Steps in Selection Process and outline the factors which affect selection decisions in multiple unit organizations. **[14M]**

SECTION-III

5 What do you understand by performance appraisal, its importance and explain the methods of performance appraisal in detail with suitable illustrations. **[14M]**

OR

6 Distinguish between training and management development, the basic objectives of MDP and brief on the process of MDP. **[14M]**

SECTION-IV

7 Briefly describe the benefits that an organization might give its employee's to provide them with greater financial security and brief on the various legally required fringe benefits in India. **[14M]**

OR

8 What do you understand by job evaluation, its objectives and explain the methods of job evaluation in detail. **[14M]**

SECTION-V

9 Bring out the causes and consequences of industrial disputes and discuss settlement machinery of industrial disputes in India. **[14M]**

OR

10 What do you mean by grievance, explain the need for a grievance handling procedure and discuss Grievance Handling mechanism in India. **[14M]**

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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, November-2019
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

1 Define management information system and explain the nature and scope of the management information system. **[14M]**

OR

2 Give four different concepts and the role of information systems in organizations. Do you think information system have changed to match these different views of information? **[14M]**

SECTION-II

3 Differentiate between E - commerce and E – business. Discuss a few application of E-commerce. **[14M]**

OR

4 Discuss business intelligence and knowledge management in detail. **[14M]**

SECTION-III

5a Explain the concept and objective of information system planning. **[6M]**
b Define and discuss the four – stage model of information system planning. **[8 M]**

OR

6 Discuss the steps involved in the implementation process. Do you think, these steps are sequential in nature? Elaborate. **[14M]**

SECTION-IV

7 Mention some of the most common modules available in most of the enterprise resource planning packages. **[14M]**

OR

8 Explain the business benefits of ERP and challenges of implementing ERP system. **[14M]**

SECTION-V

9 Discuss the management control process in sales and marketing of ERP. **[14M]**

OR

10 Explain different financial modules in ERP systems with suitable examples. **[14M]**

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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, November-2019
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   Define Marketing Management. Explain the core concepts of Marketing.   **[14M]**

OR

2   Define marketing research? How marketing research contribute in designing the marketing programmes? and brief on the marketing research process with an illustration.   **[14M]**

SECTION-II
3   What do you understand by consumer behaviour? what are the stages of the consumer buyer decision process and describe how you or your family went through this process to make a recent purchase.   **[14M]**

OR

4   Distinguish between products and services, discuss the levels (core, actual, augmented) of products for educational practices that universities offer with an illustration.   **[14M]**

SECTION-III
5   Define segmentation, make a detailed note on consumer market segmentation with an appropriate illustration and brief on the requirement for effective segmentation.   **[14M]**

OR

6   Why do the marketing firms position their products? Discuss the prominent positioning strategies with suitable instances that you noticed.   **[14M]**

SECTION-IV
7   Discuss the functions performed by channel intermediates and brief on the marketing channel evaluation process.   **[14M]**

OR

8   How would you summarize the process, advantages of integrated marketing communications and explain how sales promotion campaigns are developed and implemented?   **[14M]**

SECTION-V
9   Elaborate the role of digital marketing and social media marketing strategies in creating value for customers and building customer relationships.   **[14M]**

OR

10   Looking at the profile of the rural consumers in India today, what are the key challenges posed for Indian marketers in the rural market segments? Discuss with reference to an FMCG product and a consumer durable product of your choice.   **[14M]**

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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, November-2019
Personal Effectiveness
(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. Planning well in advance, scheduling and prioritising various tasks are some critical aspects of time management. Discuss these aspects with respect to a professional/student. **[14M]**

(OR)

2. Define SWOT analysis. Discuss the framework for a successful and honest SWOT analysis. **[14M]**

SECTION – II

3. What is the process of conducting a Group Discussion? How do you optimize your performance in a GD? **[14M]**

(OR)

4. What are the various roles one can play in a Group Discussion? **[14M]**

SECTION – III

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

(OR)

6. What are the advantages of a PPT presentation compared to an oral presentation? **[14M]**

SECTION – IV

7. Write a detailed note on appropriate appearance and body language for interviews. **[14M]**

(OR)

8. Which is more important: IQ or EQ (emotional intelligence)? Write a note on the importance of one's ability to control/manage one's emotions. **[14M]**

SECTION – V

9. A typical corporate company's structure consists of three main groups: directors, officers, and shareholders. Discuss the roles and responsibilities of the each of these groups. **[14M]**

(OR)

10. Organising oneself is a pre-requisite for organizing others effectively. What are some simple and effective methods of being well-organised? **[14M]**

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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, November-2019
Production and Operations 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) List different strategies. Also discuss the link of production / manufacturing strategies with other strategies. **[7M]**

1.b) What is Gross domestic product? Also explain its impact. **[7M]**

OR

2.a) Explain the concept of World Class Manufacturing. **[7M]**

2.b) Identify and organize the different ways of improving productivity. **[7M]**

SECTION-II

3.a) Define value. What are the types of value? Explain them in detail. **[7M]**

b) Briefly explain the steps in value engineering? **[7M]**

OR

4 Explain different charts and diagrams which are used in method study. **[14M]**

SECTION-III

5 Explain the use of break-even analysis for plant location decision with a suitable example. **[14M]**

OR

6 What are the consequences of poor plant layout? Also explain the factors affecting plant location? **[14M]**

SECTION-IV

7.a) Distinguish between Job Shop scheduling and flow shop scheduling. **[7M]**

b) What are the assumptions in flow shop scheduling? **[7M]**

OR

8 Consider the following 3 machines and 5 jobs flow shop problem. Check whether Johnson's rule can be extended to this problem. If so, what is the optimal schedule and the corresponding makespan? **[14M]**

Job	Machine 1	Machine 2	Machine 3
1	11	10	12
2	13	8	20
3	15	6	15
4	12	7	19
5	20	9	7

SECTION-V

9 How materials management is different from Integrated materials management. Also discuss its components in detail. **[14M]**

OR

10.a) Annual demand for an item is 4800 units. Ordering cost is Rs 500/- per order. **[10M]** Inventory carrying cost is 24% of the purchase price per unit, per year. The price breaks are shown as follows:

Quantity	Price (Rs)
$0 \leq Q1 < 1200$	10
$1200 \leq Q2 < 2000$	9
$2000 \leq Q3$	8

Find the optimal order size.

b) Identify which objectives and aspects of purchase management are helpful in an **[4M]** organizations.

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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, November-2019
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) Define the term operations research.   **[4M]**
        b) Discuss the significance and scope of operations research in modern management.   **[10M]**

OR

2   a) What are the different   models in OR? Explain in detail.   **[7M]**
        b) What is the role of operations research in decision-making?   **[7M]**

SECTION-II

3   a) Define linear programming and state its applications.   **[6M]**
        b) An animal feed company must produce 200 kgs of mixture consisting of ingredients X_1 and X_2 daily. X_1 cost Rs.3 per kg and X_2 costs Rs.8 per kg. Not more than 80 kg of X_1 **[8M]** can be used and at least 60 kg X_2 must be used. To find out how much of each ingredient should be used, if the company wants to minimize costs formulate as LPP.

OR

4   Solve the following Linear Programming Problem by using Graphical Method.   **[14M]**
        Maximise $Z = 200\,X_1 + 300\,X_2$
        Subject to
                $4\,X_1 + 6\,X_2 \leq 2400$
                $2\,X_1 + 2\,X_2 \leq 800$
                $4\,X_1 + 3\,X_2 \leq 1800$
        and $X_1, X_2 \geq 0$

SECTION-III

5   a) Write a brief note on transportation problem and discuss any two feasible solution   **[6M]** methods to solve T.P
        b) Determine an initial basic feasible (IBS) solution to the following T.P using any suitable   **[8M]** method

Source /Destination	D1	D2	D3	D4	Supply
S1	4	8	9	10	20
S2	12	8	7	6	10
S3	5	9	11	8	20
Demand	10	15	10	15	50

OR

6   a) What is an assignment problem?   **[4M]**
        b) Solve the following assignment problem to minimize the total   assignment cost.   **[10M]**

Men/Task	P	Q	R	S
A	20	12	15	16
B	12	11	9	8
C	15	12	10	14
D	9	5	7	10

SECTION-IV

7   a) Explain the following (i) Saddle point (ii) Value of game (iii) Zero-sum two person game   **[6M]** **[8M]**

     b) Find the optimal strategies for each player in the following game.

$$
\begin{array}{c}
\quad\; B_1 \quad B_2 \quad B_3 \quad B_4 \\
\begin{array}{c} A_1 \\ A_2 \\ A_3 \end{array}
\left[\begin{array}{cccc}
-5 & 2 & 0 & 7 \\
5 & 6 & 4 & 8 \\
4 & 0 & 2 & -3
\end{array} \right]
\end{array}
$$

OR

8   Explain the role of decision theory in business management. Also state and explain various decision making environments and their criterion   **[14M]**

SECTION-V

9   a) Distinguish between PERT and CPM.   **[6M]**

     b) The following are the details of the project. Draw the network, critical path, expected time of the project and total float for each activity.   **[8M]**

Activity	1-2	1-3	2-4	3-4	4-5	4-6	5-6	5-7	6-7	7-8
Duration(in days)	5	7	8	9	4	3	2	5	6	8

OR

10   Given the following information: **[14M]**

Activity	Nodes	Time estimates (weeks)		
		t_o	t_p	t_e
A	1-2	3	15	8
B	1-3	4	8	6
C	1-4	6	20	12
D	2-4	6	6	6
E	2-6	5	9	7
F	3-4	6	15	9
G	3-5	4	12	6
H	4-7	10	12	11
I	5-7	4	8	6
J	5-8	10	10	10
K	6-7	10	18	14
L	7-8	2	6	3

  Draw the PERT network.

(a) Calculate expected duration of the project and its SD,

(b) Find the probability that the project will be completed in 38 weeks.

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