

Code No: R20MBA12

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**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

- 1 Discuss the Nature and scope of Finance function and its role in contemporary scenario goals of finance. [14M]

OR

- 2 What do you understand the time value of money and what are the reasons for giving to the time element in present day investment? Illustrate the time value of money with assumed data. [14M]

SECTION-II

- 3 An Equipment “A” has cost of Rs 75,000 and net cash flow of Rs 20,000 per year for six years. A substitute equipment “B” would cost Rs 50,000 and generate net cash flow of Rs 14,000 per year for six years. The required rate of return both equipments is 11%. Calculate the NPV for each equipment. Which equipment should be accepted? [14M]

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
Total	52,00,000	67,60,000	

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

SECTION-III

- 5 Explain two different theories of capital structure and explain the relationship between leverage and cost of capital as per Net operating income approach. [14M]

OR

- 6 What is EBIT-EPS analysis? Illustrate your answer. [14M]

SECTION-IV

- 7 Explain the proposition made by Gordon regarding dividend policy [14M]

OR

- 8 List out the various factors determining the dividend theories and explain with formulas. [14M]

Code No: **R20MBA11****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular Examinations, December 2021****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

- 1 Discuss the functions and role of Human Resource Management [14M]

OR

- 2 Discuss the process of Job analysis [14M]

SECTION-II

- 3 Discuss different types of recruitment practices followed by organisations [14M]

OR

- 4 Explain the selection procedure with suitable examples [14M]

SECTION-III

- 5 Critically evaluate the various training methods and their suitability [14M]

OR

- 6 Define Compensation and explain the factors influencing Compensation [14M]

SECTION-IV

- 7 Explain the role of Trade Unions and Factors affecting Unionism in an organisation [14M]

OR

- 8 What do you mean by Collective Bargaining? Explain its importance [14M]

SECTION-V

- 9 Define International and explain its nature and scope [14M]

OR

- 10 Differentiate between Domestic HRM and IHRM [14M]

Code No: **R20MBA16****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**Innovative Entrepreneurship****(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 Explain and analyse the different key concepts of entrepreneurship? [14M]

OR

2 Discuss the origin and history of entrepreneurship? [14M]

SECTION-II

3 a. Define and explain the types of entrepreneurs? [7M]

b. Discuss the skills required to be a successful entrepreneur. [7M]

OR

4 Identify the significance of role models and mentors in Entrepreneurship with examples? [14M]

SECTION-III

5 Explain the entrepreneurship process and stages? [14M]

OR

6 What are the steps to develop innovative Marketing strategies in entrepreneurship? [14M]

SECTION-IV

7 How can you identify the business opportunities in entrepreneurship? [14M]

OR

8 Enumerate the important components of a successful Business Plan? [14M]

SECTION-V

9 Explain the process to analyse Venture Financing and how does it help entrepreneurs? [14M]

OR

10 How do you create and Market a new venture in entrepreneurship? [14M]

Code No: R20MBA17

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**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.

SECTION-I

- 1 Explain the structure and classification Management Information system? [14M]

OR

- 2 Establish the relationship between the Information system and competitive advantage in Management Information systems? [14M]

SECTION-II

- 3 Define and explain the role of Management Information system in e-commerce and explain various business models? [14M]

OR

- 4 a. How Information system helps in Business Process Re engineering? [4M]
b. Explain various components of DSS [10M]

SECTION-III

- 5 What are the steps to evaluate the acquisition and operation of Information system? [14M]

OR

- 6 Write a detailed note on Global perspective of crime including types of cyber crimes along with an example. [14M]

SECTION-IV

- 7 What are the primary business benefits of Enterprise Resource Planning? [14M]

OR

- 8 Explain the steps and process involved in ERP vendor analysis and assessment? [14M]

SECTION-V

- 9 What are the major functions and Benefits of Material Management module in Enterprise Resource Planning? [14M]

OR

- 10 Enumerate the role of Basic sub systems of ERP solutions in Manufacturing Sector? [14M]

Code No: R20MBA13

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**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** What are the factors of Micro Environment? Explain in detail. **[14M]**

OR

2 Explain the steps involved in marketing research process. **[14M]****SECTION-II****3** Define consumer behavior and explain the factors influencing consumer behavior. **[14M]**

OR

4 Explain the stages in new product development process. **[14M]****SECTION-III****5** Explain the requirements for effective segmentation. **[14M]**

OR

6 Define Positioning and explain the process of Product Positioning. **[14M]****SECTION-IV****7** What are the criteria followed to select a channel. **[14M]**

OR

8 What is Communication? Explain the steps in Communication Process. **[14M]****SECTION-V****9** Discuss various pricing methods and their applicability. **[14M]**

OR

10 Define Digital Marketing and explain the various components of digital marketing. **[14M]**

Code No: **R20MBA15****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**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

- 1 What do you mean by production and operations management? Explain functional subsystems of POM. [14M]

OR

- 2 Define strategic management. Explain various corporate and business strategies of an organization. [14M]

SECTION-II

- 3 Explain various steps involved in new product development? [14M]

OR

- 4 What is process planning? Explain responsibilities of process planning engineer. [14M]

SECTION-III

- 5 A group company has plants in six different locations, whose coordinates in kilo meter are (100,200), (200,200),(200,500),(300,500), (400,300) and (500,100) the company wants to locate a centralized raw material warehouse from which the quantity of materials transported to the plants are 1000,1200,800,2000,1800 and 900 respectively. Find the optimal location for the warehouse. [14M]

OR

- 6 Explain classification of plant layout? Discuss advantages and disadvantages of different plant layouts. [14M]

SECTION-IV

- 7 Define sequencing? Explain steps involved in Johnson's rule of sequencing. [14M]

OR

- 8 [14M]

Job	Machine 1	Machine 2	Machine 3
1	8	5	4
2	10	6	9
3	6	2	8
4	7	3	6
5	11	4	5

From the above data, calculate cycle time and idle hours

SECTION-V

- 9** Demand for the Child Cycle at Best Buy is 500 units per month. Best Buy incurs a fixed order placement, transportation, and receiving cost of Rs. 4,000 each time an order is placed. Each cycle costs Rs. 500 and the retailer has a holding cost of 20 percent. Evaluate EOQ and no of orders per year. **[14M]**

OR

- 10** Tools and techniques of inventory management
- a. ABC analysis **[2M]**
 - b. XYZ analysis **[3M]**
 - c. VED analysis **[3M]**
 - d. FSN analysis **[3M]**
 - e. 5. SDE analysis **[3M]**

Code No: R20MBA20**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Regular Examinations, December 2021****Professional Management Skills****(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 Discuss the role of SWOT analysis in self awareness skill and the methods to improve effectiveness [14M]

OR

2 Explain the pros and cons of Intelligence Quotient vs. Emotional Quotient with suitable examples. [14M]

SECTION-II

3 Elaborate the team building activities that focus on problem solving? [14M]

OR

4 What do you mean by empathy, Discuss the skills of cognitive and emotional empathy? [14M]

SECTION-III

5 Discuss the various aspects and dimensions of role efficacy. [14M]

OR

6 How do you demonstrate strong organisational skills in self assessment? [14M]

SECTION-IV

7 Design the steps in problem solving process related to trouble shooting. [14M]

OR

8 Define conflict Management and Illustrate a case study on resolution strategy. [14M]

SECTION-V

9 List out the Resume formats and give your opinion on each of them. [14M]

OR

10 Illustrate the various types of interviews in career Building with an examples [14M]

Code No: **R20MBA14****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Regular Examinations, December 2021**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

- 1 Define Operation Research? Explain OR History detail [14M]

OR

- 2 Explain the Process for Developing an Operations Research Model in detail [14M]

SECTION-II

- 3 Solve using the Simplex method the following problem: [14M]

$$\text{Maximize } Z = f(x,y) = 3x + 2y$$

$$\text{subject to: } 2x + y \leq 18$$

$$2x + 3y \leq 42$$

$$3x + y \leq 24$$

$$x \geq 0, y \geq 0$$

OR

- 4 Solve the following LPP by using Graphical Method [14M]

$$\text{Maximize } Z = 6x_1 + 4x_2$$

Subject to constraints:

$$2x_1 + 3x_2 \leq 30$$

$$3x_1 + 2x_2 \leq 24$$

$$x_1 + x_2 \geq 3$$

SECTION-III

- 5 A mobile phone manufacturing company has three branches located in three different regions; say Jaipur, Udaipur and Mumbai. The company has to transport mobile phones to three destinations, say Kanpur, Pune and Delhi. The availability from Jaipur, Udaipur and Mumbai is 40, 60 and 70 units respectively. The demand at Kanpur, Pune and Delhi are 70, 40 and 60 respectively. The transportation cost is shown in the matrix below (in Rs). Use the Vogel's Approximation Method to find a initial basic feasible solution (IBFS). [14M]

		Destinations			Supply
		Kanpur	Pune	Delhi	
sources	Jaipur	4	5	1	40
	Udaipur	3	4	3	60
	Mumbai	6	2	8	70
Demand		70	40	60	170

OR

- 6 Assign the four tasks to four operators by Hungarian method The assigning costs are given in Table. [14M]

	operators			
TASKS	1	2	3	4
A	20	28	19	13
B	15	30	31	28
C	40	21	20	17
D	21	28	26	12

SECTION-IV

- 7 What is Game theory? Explain pure strategies, saddle point, Zero sum game concepts in detail. [14M]

OR

- 8 Write about decision tree concept in detail. [14M]

SECTION-V

- 9 Describe Network drawing rules with suitable diagrams. [14M]

OR

- 10 Explain the difference between PERT and CPM with suitable example [14M]

SECTION-V

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

OR

10 What do you understand by inventory management and cash management? What purpose does these serve? **[14M]**
