

Code No: R20MBA12

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									
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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

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]

Code No: **R20MBA11****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.

SECTION-I**Marks**

- 1 *A* Define HRM. Examine the functions of HRM. [7M]
 B Define Job Analysis. Discuss the process of Job Analysis. [7M]

OR

- 2 *A* Examine different techniques of Job design. [7M]
 B Discuss the need and process of Human Resource Planning. [7M]

SECTION-II

- 3 *A* Examine the different sources of recruitment in detail. [7M]
 B Define selection. Discuss different types of selection tests used in selecting right person for right job. [7M]

OR

- 4 *A* Define placement. Distinguish Induction and Placement. [7M]
 B When organisations adopt the external recruitment process? [7M]

SECTION-III

- 5 *A* Define training. Examine on the job and off the job methods of training. [7M]
 B Discuss in detail the process used in appraising the performance of the employee in the organisation. [7M]

OR

- 6 *A* Define compensation. Examine the objectives of compensation. [7M]
 B Define job evaluation. Discuss different methods of job evaluation. [7M]

SECTION-IV

- 7 *A* Define industrial relations. Examine the nature of industrial relations. [7M]
 B Discuss grievance handling procedure used to settle industrial disputes in the organisation. [7M]

OR

- 8 *A* Discuss in detail the factors affecting trade unionism in India. [7M]
 B Examine collective bargaining system used in settling disputes in the organisation. [7M]

SECTION-V

- 9 *A* Define International HRM. Examine the scope of IHRM. [7M]
 B Discuss approaches to international recruitment. [7M]

OR

- 10 *A* Examine the factors affecting expatriate selection. [7M]
 B Discuss global HRM practices in detail. [7M]

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

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, August 2023**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**Marks**

- 1 **A** Brief out the chief characteristics of an entrepreneur. [7M]
B Explain about the significance of entrepreneurship in India [7M]

OR

- 2 **A** Classify the role of Entrepreneurship in Economic Development. [7M]
B Explain Agencies in Entrepreneurship Management. [7M]

SECTION-II

- 3 **A** Briefly elucidate ethics and social responsibilities of entrepreneurs. [7M]
B Classify the Skills required to be an entrepreneur. [7M]

OR

- 4 **A** Distinguish Mentors and Support System. [7M]
B Briefly outline corporate entrepreneurship. [7M]

SECTION-III

- 5 **A** Explain the Process of Innovation in entrepreneurship. [7M]
B Write a brief note on creativity and entrepreneurship. [7M]

OR

- 6 **A** Discuss the various factors influencing the mobility of entrepreneurs. [7M]
B Classify Market and Strategy Dimensions as the Innovation moves from Idea to Market. [7M]

SECTION-IV

- 7 **A** Elucidate Innovative Business Ideas in brief. [7M]
B Explain briefly the Components of a Business Plan. [7M]

OR

- 8 **A** Classify the steps in Preparing Business Plan. [7M]
B Explain the methods of Generating Ideas. [7M]

SECTION-V

- 9 **A** Explain the Importance of New Venture Financing. [7M]
B Point out choosing the Legal form of New Venture in entrepreneurship. [7M]

OR

- 10 **A** Interpret briefly building the New Venture Capital in entrepreneurship. [7M]
B Explain briefly characteristics of High Growth New Ventures. [7M]

Code No: **R20MBA17****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									
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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 | Define Information Systems and explain their importance in modern organizations | [7M] |
| | B | Discuss the nature and scope of Information Systems in the context of business operations | [7M] |

OR

- | | | | |
|----------|----------|--|-------------|
| 2 | A | Briefly describe the classification of Information Systems. | [7M] |
| | B | Explain the concept of competitive advantage and discuss how Information Systems can contribute to achieving it in business. | [7M] |

SECTION-II

- | | | | |
|----------|----------|---|--------------|
| 3 | A | Explain the key features of e-commerce and their significance in modern business. | [4M] |
| | B | Compare and contrast different e-commerce business models. | [10M] |

OR

- | | | | |
|----------|----------|---|-------------|
| 4 | A | Describe the components and functionalities of a typical DSS. | [7M] |
| | B | Describe how KMS helps in capturing, storing, and sharing organizational knowledge. | [7M] |

SECTION-III

- | | | | |
|----------|----------|--|-------------|
| 5 | A | What factors should organizations consider when developing an effective information system plan? | [7M] |
| | B | Compare and contrast different methods of system acquisition | [7M] |

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|----------|--|--|--------------|
| 6 | | Discuss the stages involved in the implementation of information systems | [14M] |
|----------|--|--|--------------|

SECTION-IV

- | | | | |
|----------|----------|---|--------------|
| 7 | A | Explain how businesses can benefit from the implementation of an ERP system | [10M] |
| | B | Describe the process of vendor analysis for selecting an ERP system | [4M] |

OR

- | | | | |
|----------|----------|---|-------------|
| 8 | A | Identify common challenges faced by organizations during the implementation of ERP systems. | [7M] |
| | B | Describe the activities involved in ERP system maintenance. | [7M] |

SECTION-V

- 9** *A* Explain the key features and functionalities of the Manufacturing module in an ERP system. **[7M]**
- B* Discuss the primary functions of the Human Resources (HR) module in an ERP system **[7M]**
- OR
- 10** *A* Define the Plant Maintenance module in an ERP system and its role in managing equipment and facilities. **[7M]**
- B* Explain the functionalities of the Sales and Distribution (SD) module in an ERP system. **[7M]**

Code No: **R20MBA13****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									
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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** Define marketing? Discuss the importance of marketing in the organisation? **[7M]**
 B Explain needs, wants, and value. **[7M]**

OR

- 2** **A** Discuss different factors of marketing micro- environment. **[7M]**
 B Explain the process of research briefly. **[7M]**

SECTION-II

- 3** **A** Discuss the influence of personal and social factors on consumer behaviour. **[7M]**
 B Discuss the criteria of classifying products. **[7M]**

OR

- 4** **A** Discuss the role of Maslow’s need hierarchy on consumer decision making. **[7M]**
 B Discuss the PLC strategies with examples. **[7M]**

SECTION-III

- 5** **A** Discuss the requirements of effective segmentation? **[7M]**
 B Discuss the 5-patterns of target market selection. **[7M]**

OR

- 6** **A** Discuss POD strategy with examples? **[7M]**
 B Analyse the positioning strategy of Reliance Jio against Airtel. **[7M]**

SECTION-IV

- 7** **A** Discuss the functions of channel intermediaries? **[7M]**
 B Outline the process of developing advertising program. **[7M]**

OR

- 8** **A** Discuss the process of communication. **[7M]**
 B Discuss the channel structure for industrial products. **[7M]**

SECTION-V

- 9** **A** Discuss the costs influencing the pricing decisions? **[7M]**
 B “Rural markets require different marketing strategies” Justify with examples **[7M]**

OR

- 10** **A** Explain
 i) Breakeven pricing **[3M]**
 ii) Mark-up pricing **[4M]**
 B Discuss about
 i) Social marketing **[4M]**
 ii) Services marketing **[3M]**

Code No: **R20MBA15****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, August 2023****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 A Evaluate the Sub systems of a Production System in an Organization. [7M]
 B Elaborate the types of Production system. [7M]

OR

- 2 A Differentiate between Job shop and Flow shop. [7M]
 B Describe the significant role of the Batch Manufacturing in Production and Operations. [7M]

SECTION-II

- 3 A Define and explain the elements and types of Product design in Operations Management. [7M]
 B Explain the stages of New Product Development Process? [7M]

OR

- 4 A Define and explain the types and purpose of selection of process in Operations Management [7M]
 B Describe in detail about Value engineering. [7M]

SECTION-III

- 5 A What is the significance of the plant layout in Operations Management? [7M]
 B Discuss the factors affecting plant location. [7M]

OR

- 6 A Narrate the classifications of Plant layout in operations Management? [7M]
 B What is the procedure for layout planning? [7M]

SECTION-IV

- 7 A What is the process of Scheduling in Production and Operations? [7M]
 B The processing time of 2 machines of 6 jobs are given as follows [7M]

Jobs	1	2	3	4	5	6
M1	2	5	4	3	2	1
M2	6	8	1	2	3	5

Calculate total time, elapsed and also Idle time for M1 and M2

OR

- 8 A Explain the Objectives and features of Job shop scheduling. [7M]
 B What are the different types of Production schedules? [7M]

SECTION-V

- 9 A Describe the significant role of Materials planning in Production. [7M]
 B What are the types and systems of Inventory Control? [7M]

OR

- 10 A Evaluate the types of Inventory Models and benefits.
 B Differentiate between ABC and XYZ analysis.

[7M]
[7M]

Code No: R20MBA14

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									
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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 | Define a Model, What are the various types of models, Explain Opportunities and Short Comings in OR Models. | [7M] |
| | B | Write any four applications of Operation Research. | [7M] |

OR

- | | | | |
|----------|----------|--|-------------|
| 2 | A | Explain the development and importance of Operation Research in Management Studies | [7M] |
| | B | Discuss the advantages and limitations of OR | [7M] |

SECTION-II

- | | | | |
|----------|----------|--|-------------|
| 3 | A | Explain the formulation of LPP and also write applications and limitations of LPP. | [7M] |
| | B | Explain Graphical Method and solve the following LPP using Graphical method. Max $Z = 5x_1 + 3x_2$ subject to the constraints $3x_1 + 5x_2 \leq 15$, $5x_1 + 2x_2 \leq 10$, $x_1 \geq 0, x_2 \geq 0$. | [7M] |

OR

- | | | |
|----------|--|--------------|
| 4 | Solve the following LPP Using Simplex method
Max $Z = 3x_1 + 2x_2 + 5x_3$ subject to the constraints $x_1 + 2x_2 + x_3 \leq 430$, $3x_1 + 2x_3 \leq 460$, $x_1 + 4x_2 \leq 420$ with $x_1 \geq 0, x_2 \geq 0, x_3 \geq 0$. | [14M] |
|----------|--|--------------|

SECTION-III

- | | | | |
|----------|----------|---|-------------|
| 5 | A | Write the Mathematical formulation of Transportation Problem with an example | [5M] |
| | B | Test for Optimality using any suitable method to the following Transportation problem . | [9M] |

	P	Q	R	S	Supply
A	11	22	6	5	75
B	16	31	14	15	60
C	5	21	4	9	40
Demand	30	65	55	25	

OR

- | | | | |
|----------|----------|--|-------------|
| 6 | A | Explain different methods involved in transportation problem with any example. | [6M] |
| | B | Solve the following assignment problem using Hungarian Method. | [8M] |

	P	Q	R	S	T
A	5	2	4	7	1
B	5	8	2	8	2
C	7	6	9	4	6
D	10	3	5	6	4
E	1	2	2	8	5

SECTION-IV

- 7 **A** Write characteristics of Game theory. Explain Pure and Mixed Strategies. [7M]
 Define Pay-off matrix, Saddle point and Value of the game.
- B** Define principle of dominance and solve the game using Matrix method whose [7M]
 pay-off matrix is given by

	B1	B2	B3
A1	-1	2	1
A2	1	-2	2
A3	3	4	-3

OR

- 8 **A** Illustrate the following principles of decision making [7M]
 i) Laplace ii) Maximin iii) Maximax iv) Hurwitz v) Savage.
- B** What are decision Trees? How and in what type of situations are they employed [7M]
 for decision making?

SECTION-V

- 9 **A** Explain the basic steps in Project management and explain the basic network [7M]
 components of CPM and PERT
- B** The following table shows the jobs of a network along with their time estimates. [7M]
 Draw the network, find the expected project completion time.

Job	Optimistic	Mostlikely	Pessimistic
1-2	1	7	13
1-6	2	5	14
2-3	2	14	26
2-4	2	5	8
3-5	7	10	19
4-5	5	5	17
6-7	5	8	29
5-8	3	3	9
7-8	8	17	32

OR

- 10 **A** What are the rules for drawing network and explain the common errors in [6M]
 drawing network.
- B** From the following network activities [8M]
 i. Draw the Network
 ii. Find the critical path and its duration
 iii. Calculate EST, EFT, LST and LFT
 iv. Also find the total float of the project.

Activity	Time (days)
1-2	8
1-3	4
2-4	2
2-5	10
3-4	5
4-5	3
