

Code No: R20MBA12

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

- 1) What do you mean by Financial Management? Discuss the approaches to finance functions? [14M]

OR

- 2) Explain Time Value of Money and its significance .[14M]

SECTION-II

- 3) A decision is to be made between two competing projects which an equal investment of Rs 50000 and are expected to generate net cash flows as under:

Year	1	2	3	4	5	6
Project - I	25000	15000	10000	Nil	12000	6000
Project - II	10000	12000	18000	25000	8000	4000

The Cost of Capital of the company is 10%. Which project proposal should be chosen and why. Evaluate the project using NPV. [14M]

OR

- 4) Why are Capital Budgeting decisions deemed very important. Describe the commonly found techniques in project classification. [14M]

SECTION-III

- 5) What do you understand by Indifference point of EBIT. Explain with the help of EBIT- EPS Analysis [14M]

OR

- 6) Company X and Company Y are in the same risk class, and are identical in every respect except that company X uses debt while company Y does not. The levered firm has Rs.900000 debentures carrying 10 % rate of interest. Both the firms earn 20 percent operating profit on their total assets of Rs 15 Lakhs. Assume perfect capital markets rational investors and so on, tax rate of 35% and capitalization rate of 15% for an all equity company.

i) Compute the value of firms X and Y using NI approach. [7M]

ii) Compute the value of each firm using NOI approach. [7M]

SECTION-IV

- 7) Write short notes on

a) Relevance of Dividends and [7M]

b) Factors determining Dividend Policy [7M]

OR

- 8) Define Dividend and explain the different theories of dividend. [14M]

SECTION-V

- 9) Explain the importance of working capital in a manufacturing firm and explain the components of working capital [14M]

OR

- 10) a) Define Inventory management? What is their role in Inventory Control [7M]

b) Explain cash management techniques. [7M]

Code No: R20MBA11

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 Discuss the latest trends in Human Resource Management. [7M]
 B Distinguish job description and job specification. [7M]

OR

- 2 A Define HRM. Examine the objectives of HRM. [7M]
 B Analyse how Human Resource Information System useful in managing
 Human Resources in organisation. [7M]

SECTION-II

- 3 A Define recruitment. Discuss the methods of recruitment in detail. [7M]
 B Examine basic types of interviews and errors in interviews. [7M]

OR

- 4 A Define Induction. Examine the procedure followed in Induction process of
 new employees. [7M]
 B Discuss how to design and conducting effective interview. [7M]

SECTION-III

- 5 A Examine different management development methods used in an organisation. [7M]
 B Discuss different methods used and potential problems in performance
 appraisal. [7M]

OR

- 6 A Analyse the role of appraisal in managing the performance of employees in
 the organisation. [7M]
 B Discuss in detail the factors influencing the compensation. [7M]

SECTION-IV

- 7 A Discuss different settlement methods of industrial disputes. [7M]
 B Define industrial relations. Examine parties to industrial relations [7M]

OR

- 8 A Discuss labour legislations in India for settling industrial disputes. [7M]
 B Examine in detail the factors affecting trade unionism in India. [7M]

SECTION-V

- 9 A Distinguish domestic HRM and IHRM. [7M]
 B Discuss the factors affecting expatriate selection. [7M]

OR

- 10 A Define IHRM. Examine the nature of IHRM. [7M]
 B Discuss cross cultural teams and cultural differences while engaging global
 employees. [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, March 2024**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** Examine the History of Entrepreneurship Development. [7M]
B Explain briefly the Future of Entrepreneurship. [7M]

OR

- 2 **A** Classify different agencies in Entrepreneurship Management. [7M]
B List out some of the qualities of true Entrepreneur. [7M]

SECTION-II

- 3 **A** Demonstrate the Entrepreneurial Decision Process in brief. [7M]
B Explain briefly the good qualities of an entrepreneur [7M]

OR

- 4 **A** Illustrate the types of Entrepreneurs in brief [7M]
B Explain briefly different role models in Entrepreneurship Development. [7M]

SECTION-III

- 5 **A** Experiment structures and strategies for exploring Entrepreneurship Development. [7M]
B Enumerate briefly innovations along with the Technology in Entrepreneurship Development. [7M]

OR

- 6 **A** Discover a strategy Innovation activity from current Entrepreneurship Development programme. [7M]
B Appraise exploring innovations in Entrepreneurship Development. [7M]

SECTION-IV

- 7 **A** Explain briefly the Methods of Generating Ideas. [7M]
B Discuss the meaning and significance of a Business Plan in Entrepreneurship. [7M]

OR

- 8 **A** Define Feasibility Study in brief in Entrepreneurship. [7M]
B Explain in detail about Opportunity Recognition in Entrepreneurship Development. [7M]

SECTION-V

- 9 **A** Identify Financial Institutions and Banks in Entrepreneurship. [7M]
B Explain briefly the Protection of Intellectual Property in Entrepreneurship [7M]

OR

- 10 **A** Describe in brief the strategies for Growth in Entrepreneurship. [7M]
B Examine how to market the New Venture in Entrepreneurship [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, 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: R20MBA20

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

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

- | | | | Marks |
|---------------------------|---|--|-------|
| <u>SECTION-I</u> | | | |
| 1 | A | Explain the methods to improve effectiveness. | [7M] |
| | B | What is Emotional Quotient? How do you increase your Emotional Quotient? | [7M] |
| OR | | | |
| 2 | A | EQ vs IQ: How they differ and which is more important? | [7M] |
| | B | What is Mental Balance and how to develop it? | [7M] |
| <u>SECTION-II</u> | | | |
| 3 | A | How do we develop and improve Social Skills? | [7M] |
| | B | Why is Compassionate empathy important? | [7M] |
| OR | | | |
| 4 | A | How to improve Team Work Skills? | [7M] |
| | B | Explain the significance of Social Skills. | [7M] |
| <u>SECTION-III</u> | | | |
| 5 | A | What is Role Efficacy index? Explain. | [7M] |
| | B | What is the meaning of organize yourself? Elaborate. | [7M] |
| OR | | | |
| 6 | A | What is Self-Assessment process for an interview? | [7M] |
| | B | Explain the tips that help to get organized at work. | [7M] |
| <u>SECTION-IV</u> | | | |
| 7 | A | What is problem-solving and its importance? | [7M] |
| | B | What are Analytical Skills, why are they so important? | [7M] |
| OR | | | |
| 8 | A | What is a Conflict? Explain the types of Conflicts. | [7M] |
| | B | What is troubleshooting and why is it important? | [7M] |
| <u>SECTION-V</u> | | | |
| 9 | A | How to set and achieve your career goals? | [7M] |
| | B | How to write a resume for a job? | [7M] |
| OR | | | |
| 10 | A | What are the things to do before, during and after an interview? | [7M] |
| | B | What are your Career Goals? Elaborate. | [7M] |

Code No: **R20MBA15****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 What are the advantages and disadvantages of Job shop Production? [7M]
 B Define and explain the role and functions of Project Management? [7M]
- OR
- 2 A Describe the types of Functional Strategy in Production and Operations? [7M]
 B Evaluate the purpose and objectives of Line Balancing in Production? [7M]

SECTION-II

- 3 A What are the steps and strategies of Product Design? [7M]
 B What are the aims and functions of Value engineering? [7M]
- OR
- 4 A What are the steps and types of standardization procedure in Production and Operations? [7M]
 B Explain the advantages and disadvantages of Standardization in Operations Management? [7M]

SECTION-III

- 5 A What are the factors influencing the Plant location in Operations Management? [7M]
 B Describe the single facility problem location? [7M]
- OR
- 6 A Discuss the advantages and limitations of Product layout? [7M]
 B What are the disadvantages and obstacles of Group Technology Layout? [7M]

SECTION-IV

- 7 A What are the advantages and disadvantages of Scheduling in Operations Management? [7M]
 B Discuss the Job scheduling process in Operations Management? [7M]
- OR

- 8 A What is heuristic process in Operations? [7M]
 B Evaluate the process of Two Jobs and Machines Scheduling? [7M]

SECTION-V

- 9 A Explain the Components of integrated materials Management? [7M]
 B Define and explain the significant role of Purchase management? [7M]
- OR
- 10 A Explain the types and procedures of Stores Management? [7M]
 B What is CAD in Production and Operations Management? [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, 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 | Define Operation Research and write the nature and scope of Operation Research. | [7M] |
| | B | Write the development and importance of OR in Management Studies. | [7M] |
- OR

- | | | | |
|----------|----------|--|------|
| 2 | A | Explain the methods used for solving operation research models | [7M] |
| | B | Discuss the advantages and limitations of OR | [7M] |

SECTION-II

- | | | | |
|----------|----------|--|------|
| 3 | A | Define slack and surplus variables and explain the Simplex procedure to solve a LPP | [7M] |
| | B | Explain Graphical Method and solve the following LPP using Graphical method. Max $Z = 2x_1 + 5x_2$ Subject to the constraints $x_1 + 4x_2 \leq 24$, $3x_1 + x_2 \leq 21$, $x_1 + x_2 \leq 9$ and $x_1, x_2 \geq 0$. | [7M] |

OR

- | | | | |
|----------|----------|---|------|
| 4 | A | Solve the following LPP by Simplex method
Max $Z = 12x_1 + 16x_2$ Subject to constraints
$10x_1 + 20x_2 \leq 60$, $8x_1 + 8x_2 \leq 80$ with $x_1, x_2 \geq 0$ | [7M] |
| | B | Give the mathematical form Linear Programming Problem. | [7M] |

SECTION-III

- | | | | |
|----------|----------|--|------|
| 5 | A | Explain unbalanced Transportation Problem and explain how to resolve degeneracy in Transportation Problem. | [7M] |
| | B | Solve the following Transportation problem | [7M] |

					Supply
	6	3	5	4	22
	5	9	2	7	15
	5	7	8	6	8
Demand	7	12	17	9	

OR

- | | | | |
|----------|----------|--|------|
| 6 | A | Write the Mathematical formulation of Assignment Problem. Explain how is it solved by Hungarian Method. | [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** 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 [7M]
whose pay-off matrix is given by

	B1	B2	B3
A1	1	3	1
A2	0	-4	-3
A3	1	5	-1

OR

8 **A** Illustrate the following principles of decision making [4M]
i) Strategy ii) Maximin iii) Maximax iv) Value of the game.

B What are decision Trees? How and in what type of situations are they [10M]
employed 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 Write the applications, benefits and limitations of CPM / PERT [7M]

OR

10 **A** What are the rules for drawing network and explain the common errors in [7M]
drawing network.

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
