

Code No: R22MBA14

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A I Year II Semester Supplementary Examinations, March 2024**Entrepreneurship and Design Thinking**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

		<u>PART-A (10 Marks)</u>	Marks
		<u>(Write all answers of this part at one place)</u>	
1	A	Who is an Entrepreneur?	[1M]
	B	Define Economic Development	[1M]
	C	What is Business Stabilization	[1M]
	D	Define Strategic Position	[1M]
	E	What is an Industry	[1M]
	F	What is Trade marks	[1M]
	G	What do you mean by Collaboration	[1M]
	H	What is meant by Long term planning in design thinking	[1M]
	I	What is Visualization	[1M]
	J	Define Start-up	[1M]

PART-B (50 Marks)**SECTION-I**

2	A	Evaluate the skills of Entrepreneurs?	[5M]
	B	Analyze the Approaches to Entrepreneurship?	[5M]
OR			
3	A	Evaluate the Role of Entrepreneurship in Economic Development?	[5M]
	B	Analyze the Individual Entrepreneurial Mindset?	[5M]

SECTION-II

4	A	Discuss the concept of strategic entrepreneurship?	[5M]
	B	Compare the strategic entrepreneurship and strategic management?	[5M]
OR			
5	A	Explain blue and red ocean strategies in brief.	[5M]
	B	How to develop the effective business model?	[5M]

SECTION-III

6	A	Discuss the Social and Women Entrepreneurship in brief.	[5M]
	B	Explain the role of the Feasibility Analysis in Entrepreneurship.	[5M]
OR			
7	A	What are the Challenges of New Venture Startups and explain?	[5M]
	B	Evaluate the types Intellectual Property Protection?	[5M]

SECTION-IV

Code No: R22MBA10

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: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this part at one place)**

- | | | | |
|---|---|--|------|
| 1 | A | What do you understand by shareholders wealth? | [1M] |
| | B | What is meant by time value of money? | [1M] |
| | C | Discuss the significance of capital budgeting. | [1M] |
| | D | What is cost of capital? | [1M] |
| | E | What is optimum capital structure? | [1M] |
| | F | Outline the assumptions of NOI approach. | [1M] |
| | G | What is dividend policy? | [1M] |
| | H | List any three factors of dividend. | [1M] |
| | I | What is working capital management? | [1M] |
| | J | What is certificate of deposits (CD)? | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----|---|--|------|
| 2 | A | Discuss the risk return trade-off in financial decision. | [5M] |
| | B | Comment on the emerging role of the finance manager. | [5M] |
| OR | | | |
| 3 | A | “A bird in hand is more preferable than two birds in the bush”. Explain. | [5M] |
| | B | Mr. X deposited Rs 1, 00,000 in a savings bank account today, at 5 per cent simple interest for a period of 5 years. What is his accumulated interest? | [5M] |

SECTION-II

- | | | |
|---|---|-------|
| 4 | A company has to select one of the following two projects cost of capital 10 % . Cash flow are: | [10M] |
|---|---|-------|

Year	0	1	2	3	4
Project X	11,000	6,000	2,000	1,000	5,000
Project Y	10,000	1,000	1,000	2,000	10,000

Calculate a) ARR & b) IRR. Suggest best alternative.

OR

- 5 A Equity share of Asian Paints Company that engages no external financing is selling for Rs 100. The total earnings of the company are Rs 1, 00, 000 and its outstanding shares are 10,000. The company's dividend payout ratio is 70 per cent and 30 per cent retained to invest in a project which provides 10% rate of returns. Calculate cost of equity. [5M]
- B What is the importance of cost of capital in capital budgeting decisions? [5M]

SECTION-III

- 6 A What is leverage? Discuss the types of leverage. [5M]
- B What is EBIT-EPS Analysis? [5M]

OR

- 7 What is MM approach? List out the assumptions and explain basic propositions of MM approach. [10M]

SECTION-IV

- 8 If $K = 11\%$ and earnings per share is Rs 15. Calculate the price per share of Sushma Ltd. For $r = 12\%, 11\%$ and 10% for the following levels of D/P ratios. [10M]

	D/P ratios	Retention ratio
1	10%	90%
2	30%	70%
3	50%	50%

OR

- 9 Briefly discuss the different types of dividend policies. [10M]

SECTION-V

- 10 A Define working capitals? Explain the determinates of working capital. [5M]
- B Mention the sources of short term working capital. [5M]
- OR
- 11 A Explain various techniques of cash management. [5M]
- B What is cash management? Discuss the objectives. [5M]

Code No: **R22MBA09****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: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.*********PART-A (10 Marks)****Marks****(Write all answers of this part at one place)**

- | | | | |
|----------|---|---|-------------|
| 1 | A | Define Job Specification. | [1M] |
| | B | Present the HRP Process. | [1M] |
| | C | Give any four sources of recruitment | [1M] |
| | D | What is a personal Interview? | [1M] |
| | E | Give Management Development Methods of Training. | [1M] |
| | F | What is Job Evaluation? | [1M] |
| | G | What is AICTU? | [1M] |
| | H | Give any major labour legislation in India. | [1M] |
| | I | What is Domestic HRM? | [1M] |
| | J | Write any three cultural differences in the Indian IT business. | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----------|---|-------------------------------------|-------------|
| 2 | A | What are the objectives of HRM? | [5M] |
| | B | Write about HR Information Systems. | [5M] |

OR

- | | | | |
|----------|---|--|-------------|
| 3 | A | Explain recent trends in HRM. | [5M] |
| | B | Describe the methods of data collection of Job analysis. | [5M] |

SECTION-II

- | | | | |
|----------|---|---|-------------|
| 4 | A | Elucidate the methods of Recruitment. | [5M] |
| | B | Explain different sources of Recruitment. | [5M] |

OR

- | | | | |
|----------|---|--|-------------|
| 5 | A | Write about types of Interviews. | [5M] |
| | B | How do you assess an effective interview? Explain. | [5M] |

SECTION-III

- | | | | |
|----------|---|---|-------------|
| 6 | A | Illustrate the process of training with an example. | [5M] |
| | B | What are the potential problems in performance appraisal? | [5M] |

OR

- | | | | |
|----------|---|--|-------------|
| 7 | A | What factors influence compensation? Explain. | [5M] |
| | B | Write about any three methods of Job Evaluation. | [5M] |

SECTION-IV

- 8 A Explain the role of Trade Unions in Dispute settlement. [5M]
B Write about factors affecting unionism. [5M]
OR
- 9 A What is Collective Bargaining? Illustrate. [5M]
B Explain the procedure of Grievance Handling. [5M]
- SECTION-V**
- 10 A Present Nature and Scope of IHRM. [5M]
B What factors affect the expatriate selection? Describe. [5M]
OR
- 11 A Explain the concept of Cross Cultural Teams. [5M]
B Distinguish between Domestic HRM and IHRM [5M]

Code No: R22MBA15C

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****International Business****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)

		Marks
1	A Key differences between domestic and international business.	[1M]
	B What is the importance of international business?	[1M]
	C What are the sources of FDI in India?	[1M]
	D Who is the father of comparative theory ?	[1M]
	E Define free trade agreement.	[1M]
	F Define common market in international business	[1M]
	G How do you define strategic alliance?	[1M]
	H What are the issues in organizational design?	[1M]
	I Describe the modes of export financing.	[1M]
	J Define the importance of export financing.	[1M]

PART-B (50 Marks)**SECTION-I**

2	A Illustrate the drivers of international business.	[5M]
	B Discuss the impact of technological and political drivers on globalization.	[5M]

OR

3	A What are the major reasons for increasing volume of international business in the modern era.	[5M]
	B Explain the role of environmental elements in international business.	[5M]

SECTION-II

4	Compare and contrast of absolute advantage theory and comparative advantage theory in international business.	[10M]
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OR

5	A What are the components of balance of payments (BOP)? Explain.	[5M]
	B “The theory of comparative advantage introduces opportunity cost as a factor for analysis in choosing between different options for production.” Discuss the relevancy of the statement.	[5M]

SECTION-III

6	Discuss the levels, challenges of economic integration.	[10M]
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OR

- 7 A “The aim of free trade agreement is to reduce export-import tax or tariff rates and remove trade Barriers” justify the statement with its features. [5M]
B Discuss the features of current international trade policy of India. [5M]

SECTION-IV

- 8 A Examine the strategy implementation and evaluation process with suitable example. [5M]
B What are the major considerations for choosing organizational structure? [5M]

OR

- 9 A Describe of value chain analysis in detail. [5M]
B Describe strategic alliance International context. [5M]

SECTION-V

- 10 A Why international firm go for vertical integration to manufacture its needs of inputs? [5M]
B Discuss the reasons for the dominance of US dollar as international currency and international trade. [5M]

OR

- 11 A Examine the major activities involved in international marketing and branding. [5M]
B What are the different problems in International Financial Management? [5M]

Code No: R22MBA11

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: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer FIVE Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)

		Marks
1	A Define Marketing Information System (MIS).	[1M]
	B Interpret the marketing research.	[1M]
	C List the psychological factors influencing consumer behavior.	[1M]
	D Classify products.	[1M]
	E Infer selective specialization.	[1M]
	F Define niche marketing.	[1M]
	G Enlist the types of channel intermediaries.	[1M]
	H Analyze the objectives of sales promotion.	[1M]
	I State the objectives of pricing.	[1M]
	J Classify the dimensions of relationships.	[1M]

PART-B (50 Marks)**SECTION-I**

2	A Discuss the uses and importance of Marketing Information System (MIS).	[5M]
	B Summarize core concepts of marketing with examples.	[5M]
	OR	
3	A Explain the procedures of marketing research with suitable illustrations.	[5M]
	B Every company has a philosophy in relation to its marketing. Discuss the different marketing philosophies.	[5M]

SECTION-II

4	A Draw and explain a hypothetical value chain for a textile company.	[5M]
	B Explain the personal factors that affect the consumer's behaviour.	[5M]
	OR	
5	A Critically examine the factors that influence product mix strategies.	[5M]
	B Analyse the various shapes of product life cycle curves. Explain why they get such shapes.	[5M]

SECTION-III

6	A Discuss the importance of market segmentation in marketing decisions.	[5M]
	B Explain the positioning process and approaches. Give suitable examples.	[5M]
	OR	
7	A "Target marketing follows market segmentation". Discuss.	[5M]
	B Examine the techniques for defining market segments.	[5M]

SECTION-IV

- 8 A Explain different channels available to an entrepreneur for the distribution of products to the consumers. **[5M]**
 B Emotional appeals are appropriate for what kind of products? Explain. **[5M]**

OR

- 9 A Critically examine the sales promotion techniques used by companies. Justify your answer. **[5M]**
 B Discuss how effectively communication program is developed by communicators. **[5M]**

SECTION-V

- 10 A Explain the technique of promotional pricing followed by Koutons Retail. **[5M]**
 B Compare cost-based and demand-based pricing methods with examples and critically analyse it. **[5M]**

OR

- 11 A Assess the service quality model with respect to any service organization. **[5M]**
 B Discuss the importance and scope of application of relationship marketing. **[5M]**

Code No: R22MBA13

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: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.

PART-A (10 MARKS)**(Write all answers of this part at one place)**

- | | | | |
|---|---|--|------|
| 1 | A | Explain the term product management | [1M] |
| | B | Define a business system | [1M] |
| | C | What is process design | [1M] |
| | D | Write the Benefits to Design Department | [1M] |
| | E | Write a short note on batch manufacturing. | [1M] |
| | F | Write about Line balancing. | [1M] |
| | G | What is FSN analysis. | [1M] |
| | H | Write a short note on quality control | [1M] |
| | I | What is inventory? | [1M] |
| | J | Write a short no on EOQ model | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|----|---|--|------|
| 2 | A | What is productivity? Explain the Factors Affecting Productivity | [5M] |
| | B | What are the advantages and disadvantages of Job shop Production? | [5M] |
| OR | | | |
| 3 | A | Discuss corporate strategies in detail | [5M] |
| | B | Evaluate the purpose and objectives of Line Balancing in Production? | [5M] |

SECTION-II

- | | | | |
|----|---|---|------|
| 4 | A | Discuss the major steps new products development | [5M] |
| | B | Explain responsibilities of Process Planning Engineering. | [5M] |
| OR | | | |
| 5 | A | What is Operations Design? Discuss in brief | [5M] |
| | B | Discuss Value Analysis with an example | [5M] |

SECTION-III

- | | | | |
|----|---|--|------|
| 6 | A | Describe the single facility location? | [5M] |
| | B | Discuss advantages of break even analysis | [5M] |
| OR | | | |
| 7 | A | Discuss the advantages and limitations of Product layout? | [5M] |
| | B | What are the disadvantages and obstacles of Group Technology Layout? | [5M] |

SECTION-IV

- 8** A Explain Operations Scheduling. [5M]
 B Explain Forward scheduling. [5M]

OR

- 9** A What are benefits of production scheduling [5M]
 B Find the optimum job sequencing schedule time in hours to the following: [5M]
 Job: A B C D E F
 M1 3 6 9 1 4 2
 M2 6 8 7 3 4 2

SECTION-V

- 10** A Explain Functions of Stores Department and the Duties of the Storekeeper. [5M]
 B How can you make Inventory decisions? Explain in detail. [5M]

OR

- 11** A What is Purchase management? Explain Features of Purchase Management [5M]
 B Explain the types and procedures of Stores Management? [5M]

Code No: R22MBA12

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: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer FIVE Questions, Choosing ONE Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**Marks****(Write all answers of this part at one place)**

- | | | | |
|---|---|---|------|
| 1 | A | Write the applications of Operations Research. | [1M] |
| | B | What is an OR Model? | [1M] |
| | C | Illustrate the structure of linear programming. | [1M] |
| | D | What is simplex method? | [1M] |
| | E | Give a note on transportation problem. | [1M] |
| | F | What is assignment model? | [1M] |
| | G | What is the application of game theory ? | [1M] |
| | H | What comprises decision theory? | [1M] |
| | I | What is Critical Path Method? | [1M] |
| | J | What is the use of a network diagram? | [1M] |

PART-B (50 Marks)**SECTION-I**

- | | | | |
|---|---|--|-------|
| 2 | | List and explain different applications of OR in managerial areas. | [10M] |
| | | OR | |
| 3 | A | Describe the process of developing OR model. | [5M] |
| | B | Discuss the short comings of poorly designed OR Model. | [5M] |

SECTION-II

- | | | | |
|---|--|---|-------|
| 4 | | A company manufacturer two types of products, A and B and, sells them at a profit of Rs. 40 on type A and Rs.50 on type B. Each product is processed on two machines, X and Y. Type A requires, 2 minutes on X, and 3 minutes on Y. Type B requires 2 minutes on machine X and 2 minutes on Y. The machine, X is available for not more than 5 hours 30 minutes, while Y is available for 8 hours during any working day. Formulate and solve the problem as a LP problem by using any suitable method. | [10M] |
| | | OR | |
| 5 | | 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 $x_1 , x_2 \geq 0$ | [10M] |

SECTION-III

- 6 A Solve the transportation problem for minimization. [6M]

	Destinations				Capacity
	1	2	3		
sources	1	2	2	3	10
	2	4	1	2	15
	3	1	3	1	40
	Demand	20	15	30	65

- B Evaluate the application of the Assignment Model in business problem-solving. [4M]

OR

- 7 A A company has 5 jobs to be done on five machines. Any job can be done any machine. The cost of doing the jobs on different machines is given below. Assign the jobs for different machines so as to minimize the total cost. [6M]

Job	Machines				
	A	B	C	D	E
1	13	8	16	18	19
2	9	15	24	9	12
3	12	9	4	4	4
4	6	12	10	8	13
5	15	17	18	12	20

- B Define the following: a.) Feasible solution [2M]
b.) Optimal solution [2M]

SECTION-IV

- 8 A The companies A and B are competing for the same product. Their different strategies are given in the following matrix. [5M]

Company B

Company A $\begin{pmatrix} 4 & -3 & 3 \\ -3 & 1 & -1 \end{pmatrix}$

Determine the best strategies for the two companies.

- B Elucidate the steps in Decision Making Process. [5M]

OR

- 9 A Construct a mathematical payoff matrix for Player A and Player B and explain the rules of game theory. [5M]

- B What are decision Trees? Explain different types of decision making environments in brief. [5M]

SECTION-V

- 10 A Explain the rules of Network Construction. [5M]

- B Elucidate the Step-by-step Procedure for scheduling the activities in a project. [5M]

OR

- 11 Consider the following data for activities in a given project. [10M]

Activity	1-2	1-3	2-4	2-5	3-4	4-5
Time(days)	5	4	7	3	4	2

- i. Draw an arrow diagram for the project.
- ii. Compute the earliest and the latest event times.
- iii. What is the minimum project completion time?
- iv. List the activities on the critical path.

Code No: R22MBA16

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A I Year II Semester Supplementary Examinations, March 2024****Statistical Data Analysis****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 60****Note:** This question paper contains two parts A and B

Part A is compulsory which carries 10 marks and Answer all questions.

Part B Consists of 5 SECTIONS (One SECTION for each UNIT). Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 10 marks.

PART-A (10 Marks)**(Write all answers of this part at one place)**

- 1). a Write the difference between a work sheet and work book [1M]
- b How to protect a work sheet? [1M]
- c How do you insert picture in MS Excel? [1M]
- d Mention the two features of a scatter plot. [1M]
- e What do you mean by tabulation of data? [1M]
- f Define the measures of central tendency in statistics. [1M]
- g What is the measure of dispersion in statistics? [1M]
- h Define the positive correlation. [1M]
- i Define population mean and sample mean in statistics. [1M]
- j Where can you find the sort option in excel? [1M]

PART-B (50 MARKS)**SECTION I**

- 2 Write a detailed note on various statistical packages in the current world. [10M]

OR

- 3 Discuss statistical formulas, Recently used formulas in MS Excel [10M]

SECTION II

- 4 Define information system layout. And what is the process for conditional formatting? [10M]

OR

- 5 Showcase the Line, Bar, Scatter, and tree map graphs and charts in MS Excel. [10M]

SECTION III

- 6 Consider the data analysis tool pack, mention any three statistical calculations in data analysis tool pack. [10M]

OR

- 7 How do we perform grouping and ungrouping of the data? [10M]

SECTION IV

- 8 Define correlation in an Excel spreadsheet and explain the process and types of correlation. [10M]

OR

- 9 What is tabulation? Why do we have to perform the tabulation of data? [10M]

SECTION V

- 10 What are the various data-importing methods in Excel? [10M]

OR

- 11 Calculate the count, average, minimum, and maximum number of the given data: [10M]
X:82,93,91,69,96,61,88,58,59,100,93,71,78,98, 45,78,88,34,44,33.

- 8 A Evaluate the Process of Design Thinking? [5M]
B Why do Entrepreneurs needs design thinking? [5M]
OR
- 9 A Evaluate the Empathetic Design Methods? [5M]
B Discuss in brief Reformation of the Problem in design thinking. [5M]
- SECTION-V**
- 10 A How to create the business ideas and give examples? [5M]
B Analyze the Lean Startup Method? [5M]
OR
- 11 A Analyze the Agility of Design Thinking? [5M]
B Explain the Desirability Testing in brief. [5M]
