

Code No: R15MBA25

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Strategic Management****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 What is external environment? Explain the factors in external environment for strategic management. [15M]

OR

- 2 Discuss the factors in internal environment of an organization for strategy formulation. [15M]

SECTION-II

- 3 Explain the strategy formulation at strategic business unit level. [15M]

OR

- 4 Analyse the competition in telecom and soap markets and recommend strategies to Airtel and Santoor(WIPRO) to retain their market share. [15M]

SECTION-III

- 5 Discuss the merits and demerits of Idea-Vodafone merger, for each of these companies. [15M]

OR

- 6 Discuss the advantages and disadvantages of diversification and explain the different types. [15M]

SECTION-IV

- 7 Discuss and evaluate any four strategic decisions related to international entry methods. [15M]

OR

- 8 What is strategic alliance? Discuss different types of strategic alliances. [15M]

SECTION-V

- 9 Why is organisational structure important and how does it can be a competitive advantage? [15M]

OR

- 10 Discuss the importance of corporate culture in implementing strategy. [15M]

Code No: R15MBA26

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Entrepreneurship****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 Define Entrepreneurship. State briefly the qualities and major entrepreneurial functions. [15M]

OR

- 2 Discuss the scope of entrepreneurship in India. [15M]

SECTION-II

- 3 Discuss the main causes of stress for Entrepreneurs? List out the remedies to overcome it. [15M]

OR

- 4 What is the concept of entrepreneurial motivation? [15M]

SECTION-III

- 5 Examine the various types of government grants said to be available for new enterprises. [15M]

OR

- 6 Describe opportunity identification for the entrepreneur. [15M]

SECTION-IV

- 7 Explain the procedure for undertaking feasibility studies – Technical, Financial and Commercial. [15M]

OR

- 8 In your own words, what is a patent? Of what value is a patent to an entrepreneur? What benefits does it provide? [15M]

SECTION-V

- 9 Discuss a few entrepreneurial strategies analysis of frame work. [15M]

OR

- 10 In what way does an entrepreneur's vision affect the company's strategic plan? [15M]

Code No: **R15MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Consumer Behaviour**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I**1** What is Consumer Behavior? Explain different types of segmentation. **[15M]**

OR

2 Explain the need of consumer Behavior and also explain the consumer research process in detail. **[15M]****SECTION-II****3** What is culture? What are cultural values? How do cultural values influence consumer behavior? **[15M]**

OR

4 What are the different social class categories in India? What is the impact of social class on consumer behaviour? **[15M]****SECTION-III****5** What is perception? How does it influence the consumer behaviour? Discuss the concept of perception selection. **[15M]**

OR

6 Discuss the 3-component model of attitudes. What is the relevance of this model to advertising objectives? **[14M]****SECTION-IV****7** Explain Howard-Sheth model of consumer decision making process with a schematic. **[15M]**

OR

8 Discuss the different steps involved in pre and post purchase of washing machine. **[15M]****SECTION-V****9** What factors influence consumer satisfaction? How can marketers effectively handle dissatisfaction? **[15M]**

OR

10 What is relationship marketing? Suggest some appropriate strategies for a retail outlet. **[15M]**

Code No: **R15MBA38****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Security Analysis and Portfolio Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 a) What are the objectives of investment? [5M]
b) Explain the process of investment management? [10M]

OR

- 2 a) What do you understand by stock markets, what is the role of BSE, NSE in price discovery? [10M]
b) Explain the basic principles and hypothesis of DOW theory? 5M [5M]

SECTION-II

- 3 Determine portfolio risk in $W_a = 70\%$, $W_b = 30\%$, $SD_a = 25\%$, $SD_b = 30\%$ if $r_a = +0.8$, -1 , 0.00 . Also determine total return of portfolio if return on security A is 28% and security B is 32% (15M) [15M]

OR

- 4 1) Monthly return data (%) is given below for HSBC stock and BSE index for a 12 month period . calculate beta of RIL 15M [15M]

Month	HSBC return (%)	BSE INDEX (%)
1	9.43	7.41
2	0.00	-5.33
3	-4.31	-7.35
4	-18.92	-14.64
5	-6.67	1.58
6	26.57	15.19
7	20.00	5.11
8	2.93	0.76
9	5.25	-0.97
10	21.45	10.44
11	23.13	17.47
12	32.83	20.15

SECTION-III

5 a) Write in detail on types of bonds available in Indian Capital Market. [7M]

b) Consider a bond with face value Rs 100, carrying coupon interest rate of 8% payable annually with 7 years to maturity and investors are expecting a return of 12%. Calculate the value of the bond? 8M [8M]

OR

6 a) What is bond immunization? What are active and passive bond valuation strategies? [7M]

b) Find the duration of a 6% coupon bond with a face value of Rs 1000 making annual interest payments, if it has 5 years to maturity. The bond is redeemable at 5% premium at maturity. The market interest rate is 8%? 8M [8M]

SECTION-IV

7 a) Explain earnings multiplier approach to share valuation? [7M]

b) A firm does not pay dividend in the first 4 years of starting its business after its expansion. After 4 years it pays a dividend of 2Rs growing at 10% per annum without break. What is the value of share if cost of capital is 15% [8M]

OR

8 a) What are the determinants of price earnings ratio, price to book value ratio and price to sales ratio? [10M]

b) Explain the types of derivatives instruments? [5M]

SECTION-V

9 What is a mutual fund? what are the types of mutual funds? explain the recent growth and trends in mutual funds in India? [15M]

OR

10 a) What are open ended and closed ended funds differentiate? [7M]

b) What are entry and exit loads [3M]

c) What is sharpe ratio? [5M]

Code No: R15MBA33

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019
Sales and Distribution

(MBA)

Roll No									
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Time: 3 hours**Max. Marks:****75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 a) What do you mean by sales management? Explain the functions of sales manager. ? [8M]
b) What are the qualities and duties of a sales manager and write the differences between selling and marketing. [7M]

OR

- 2 a) Explain the significance of sales management. [8M]
b) Explain clearly the concept of sales management and trends in sales management? [7M]

SECTION-II

- 3 a) Explain sales planning process . [8M]
b) What is sales forecasting? Discuss the qualitative techniques of sales forecasting. [7M]

OR

- 4 What is a sales Territory? Why do firms establish sales territories? Can you think of a reason why a firm might not want to have sales territories? [15M]

SECTION-III

- 5 a) Discuss the selection procedure for sales force. [8M]
b) Explain sales training methods. [7M]

OR

- 6 a) How the compensation can motivate the sales personnel in increasing the sales. [8M]
b) Explain the procedure for evaluating and controlling sales force performance. [7M]

SECTION-IV

- 7 a) Define distribution management, explain distribution channel strategy. [8M]
b) What are the different kinds of distribution network? [7M]

OR

- 8 a) How can you evaluate channel members. [8M]
b) what is capturing the customer requirements and explain the tools for capturing customer requirements. [7M]

SECTION-V

- 9 a) What are the steps in developing a channel information system? [8M]
b) How is the role of wholesaler different from retailer? [7M]

OR

- 10** a) What is channel conflict? Explain various methods used to resolve conflict. **[8M]**
b) Explain various ethical issues in sales management? **[7M]**

Code No: **R15MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Financial Institution, Markets & Services****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

********SECTION-I**

- 1 a) Explain the role of financial system in the economic development of a country? [8M]
 b) Explain the role of SEBI in securities market? [7M]
 OR
 2 Elucidate financial sector reforms? [15M]

SECTION-II

- 3 a) Explain the structure and function of UTI? [8M]
 b) Describe the challenges of insurance sector? [7M]
 OR
 4 a) Write notes on innovations taken place in banking sector? [8M]
 b) Explain the structure of mutual funds? [7M]

SECTION-III

- 5 a) Explain the structure and functioning of call money market? [10M]
 b) Write the differences between primary and secondary market? [5M]
 OR
 6 a) What are T bills explain their types? [8M]
 b) What are commercial bills ? explain? [7M]

SECTION-IV

- 7 a) Compare and contrast leasing and hire purchase? [8M]
 b) Write the functions and advantages of factoring? [7M]
 OR
 8 Evaluate growth prospects of fee based advisory services in india? [15M]

SECTION-V

- 9 a) Explain the functions of underwriters? [8M]
 b) What is the role of bankers to an issue in IPO? [7M]
 OR
 10 a) What are the functions of debenture trustees? [8M]
 b) Who are portfolio managers ?explain? [7M]

Code No: R15MBA45**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Training and Development****(MBA)**

Roll No									

Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 “The effectiveness of the Training programme is also dependent on layout facility and interactions” – Discuss. [15M]

OR

- 2 Discuss how training design can be aligned with learning process. What will be its outcome? [15M]

SECTION-II

- 3 Using a need assessment model, explain the various steps in identifying the training needs of an organization. Also list out the various tools and techniques involved in the process. [15M]

OR

- 4 Explain the facilitation of learning and training transfer to the job. [15M]

SECTION-III

- 5 Illustrate any four off-the-job training methods with suitable examples. [15M]

OR

- 6 What do you know about computer based training? Explain their components with examples. [15M]

SECTION-IV

- 7 Describe the various methods and techniques that are widely used in evaluating the overall effectiveness of training programmes. [15M]

OR

- 8 What is the necessity to evaluate training programmes? Who are the major players involved? [15M]

SECTION-V

- 9 Write short notes on Sexual harassment training and orientation training. [15M]

OR

- 10 Explain the relevance of training for talent management and competency mapping. [15M]

Code No: **R15MBA34****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Integrated Marketing Communications****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

*********SECTION-I**

- 1 a) What are the elements in promotion mix and Explain the growing importance of IMC. [10M]
[5M]
b) Discuss the process of IMC.

OR

- 2 a) Factors affecting consumer buying behaviour. [8M]
b) Explain about communication Response Hierarchy. [7M]

SECTION-II

- 3 a) Write about setting communication objectives and explain its importance. (5M) [8M]
b) What is DAGMAR? How is it useful in establishing objectives? [7M]

OR

- 4 a) Explain various approaches for setting promotional budget. [8M]
b) Discuss about testing other promotional tools. [7M]

SECTION-III

- 5 What do you mean by advertising creativity? Advertising is creative only if it sells the product – Comment. [15M]

OR

- 6 a) Discuss the importance of media in present Indian Scenario with suitable examples. [10M]
[5M]
b) Explain internet advertising?

SECTION-IV

- 7 a) Explain the role of Direct Marketing in IMC? [8M]
b) What are public relations? How does public relations play an important role in IMC? [7M]

OR

- 8 a) Explain different types of sales promotion. [10M]
b) write a short notes on [5M]
i) Mobile advertising. ii) Word of mouth advertising.

SECTION-V

- 9 a) What are the various federal regulations of advertising? [8M]
b) What are the social and ethical criticisms of advertising? [7M]

OR

- 10 a) Discuss about advertising controversial products. [8M]
b) Explain advertising to children and truth in advertising. [7M]

Code No: R15MBA40

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019

Strategic Investment and Financial Decisions

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 75

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 a) Discuss about portfolio Risk and diversified projects. [8M]
 b) Explain the types of risk and uncertainty. [7M]
- OR
- 2 a) Dream well co. ltd has an investment proposal that requires an investment outlay of RS. 2,50,000. [15M]
 The following information is available.

YEAR 1:

Possible events	Cash Flows	probability
A	1,00,000	0.2
B	1,25,000	0.4
C	1,80,000	0.4

YEAR 2:

EVENT	Rs: 1,00,000		Rs: 1,25,000		Rs: 1,80,000	
	CFAT(Rs)	probability	CFAT(Rs)	probability	CFAT(Rs)	probability
A	45,000	0.2	1,40,000	0.2	1,90,000	0.3
B	1,20,000	0.3	1,80,000	0.6	2,10,000	0.3
C	1,80,000	0.5	1,90,000	0.2	2,60,000	0.4

You are required to advice the company regarding the financial feasibility of the project using decision tree approach. Company's cost of capital is 10percent (15 M)

SECTION-II

- 3 a) Write on evidence of IRR and multiple IRR. [8M]
 b) Explain about SIMPLE, PURE, and MIXED investments with example. [7M]
- OR
- 4 a) GFC Ltd., is considering investing in a new equipment costing Rs. 30 lakhs. The equipment is likely to provide a cash flow after taxes of Rs. 10 lakhs per year for 6 years. The unlevered cost of equity capital of the company is 16%. The company intends to finance the project with 60% debt, which will bear an interest rate of 12%. The loan will be repaid in equal annual principal payments at the end of each of the 6 years. Floatation costs on financing will be Rs. 1 lakh and the company is in a 30 % tax bracket. What is the adjusted present value of the project? Is the project acceptable? [15M]

SECTION-III

- 5 a)The expected cashflows of a project are as follows [8M]

Year	0	1	2	3	4	5	
Cash flow	-100,000	20,000	30,000	40,000	50,000	30,000	

The cost of capital is 12%, calculate discounted payback period
b) Differentiate pay pack period and discounted pay back period

[7M]

OR

- 6 a) Explain the Significance of information and data bank in project selections. [8M]
b) Describe the NPV mean variance analysis. [7M]

SECTION-IV

- 7 a) List out the differences of leasing and hire purchase. [8M]
b) Discuss the features of leasing decision in practice. [7M]

OR

- 8 a) Write a note on borrowing and procuring. Differentiate. [8M]
b) Explain advantages and disadvantages of leasing. [7M]

SECTION-V

- 9 Explain in detail the theories of mergers. [15M]

OR

- 10 a) Explain basic issues of mergers and acquisitions and give note on types of mergers. [10M]
b) What are the Government guidelines for Takeover? [5M]

R15Code No: **R15MBA46****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Management of Industrial Relations**

(MBA)

Roll No									
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Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I**1** What are unfair Labour Practices. **[15M]**

OR

2 Explain the functions of Trade Union. **[15M]****SECTION-II****3** What are the causes of Disputes? **[15M]**

OR

4 Explain about Major Strikes. **[15M]****SECTION-III****5** Explain a) Adjudication b) Arbitration **[8+7M]**

OR

6 What are the duties of Labour Welfare Officer. **[15M]****SECTION-IV****7** Explain the Labour Wage details. **[15M]**

OR

8 What are the Wages Theories. **[15M]****SECTION-V****9** Write about Technological Change in Mines Act 1952. **[15M]**

OR

10 What type of Establishment are covered under Factories Act. **[15M]**

Code No: R15MBA41

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****International Financial Management****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

Q. No. 1 How is a country's economic well-being enhanced through free international trade in goods and services? [15M]

OR

Q. No. 2 a) Discuss the nature and scope of international financial decisions. [8M]

b) Discuss recent changes and challenges in IFM. [7M]

SECTION-II

Q. No. 3 a) Explain how to compute the overall balance and discuss its significance. [8M]

b) Explain accounting components of BOP. [7M]

OR

Q. No. 4 a) Explain the arrangements and working of the European Monetary System. [8M]

b) Discuss advantages and disadvantages of the gold standard. [7M]

SECTION-III

Q. No. 5 How does the central bank of a country regulate the foreign exchange market? [15M]

OR

Q. No.6 a) What is triangular arbitrage? Explain with suitable example. [7M]

b) What is meant by a currency trading at a discount or at a premium in the forward market? [8M]

SECTION-IV

Q. No. 7 Explain purchasing power parity, both the absolute and relative version. What causes deviations from purchasing power parity? [15M]

OR

Q. No. 8 a) Explain the implications of interest rate parity for exchange rate determination. [8M]

b) Explain and derive the International Fisher Effect. [7M]

SECTION-V

Q. No. 9 Explain why and how a firm's cost of capital may decrease when the firm's stock is cross-listed on foreign stock exchange. [15M]

OR

Q. No. 10 a) Explain the internalization theory of FDI. What are the strengths and weaknesses of the theory. [7M]

b) What factors are responsible for the recent surge in international portfolio investment? [8M]

Code No: R15MBA42

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019**Cost & Management Accounting****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 75**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each **SECTION** and each Question carries 15 marks.

SECTION-I

Q. No. 1 (a) State and explain the main differences between Cost accounting and Management accounting. [10M]

b) Explain the different types of costing. [5M]

OR

Q. No. 2 a) Explain the different methods of distributing service department's cost to production departments.[10M]

(b) Explain the functional classification of overheads. [5M]

SECTION-II

Q. No. 3a) How the job costing differ from process costing? [3M]

b) A company manufactures its sole product by passing the raw material through three distinct process in its factory. During the months of April, 2017 the company purchased 96,000 kg of raw material at Rs. 5 per kg and introduced the same in process

I. Further particulars of manufacture for the month are given below.

	Process I	Process II	Process III
Materials consumed	Rs.33,472	Rs.27,483	Rs.47,166
Direct labour	80,000	72,000	56,000
Overheads	1,20,000	1,08,000	84,000
Normal waste in process as % of input	3%	1%	1%
Sale value of waste (Rs./kg)	2	3	5
Actual output during the month (kg)	93,000	92,200	91,500

Prepare the three process accounts and accounts relating to abnormal loss/gain, if any. [12M]

OR

Q. No. 4a) Explain the applications of marginal costing and state its importance in decision making? [5M]

b) Nandini Ltd. Has two factories with the similar Plant & Machinery for manufacture of Soda ash. The Board of Directors of the company has Expressed the desire to merge two plants and run them as one unit. The following data is available.

	Plant X	Plant Y
Capacity	60%	100%
Turnover	120lakhs	300 lakhs
Variable cost	90 lakhs	220 lakhs
Fixed Cost	25 lakhs	40 lakhs

Find out

- a) What should be capacity of the merged factory to be operated for break Even.
- b) What is the profitability of 80% of integrated capacity
- c) What Turnover will give you overall profit of Rs. 60 lakhs [10M]

SECTION-III

- Q. No. 5. a. What do you mean by Marginal Costing? Discuss its usefulness and limitations. [5M]
b. Explain the applications of BEP for various business problems. [10M]

OR

- Q. No. 6. a. Explain the need for inter-firm comparison.[3M]
b) State which of the following sales mix you would recommend to the management? [12M]

Elements of cost	X(Rs.)	Y(Rs.)
Sale Price	200	150
Direct Material	100	80
Direct Labour	40	30
Variable Overheads	20	20
Fixed Overheads	Rs. 100000	

Alternative Sales Mix :

- a) 2000 units of X and 2000 units of Y
- b) 3000 units of X and 1000 units of Y
- c) 4000 units of X and Nil units of Y

SECTION-IV

- Q. No.7 (a) Discuss the objectives and limitations of budgetary control? [5M]
(b) Explain different types of budgets in budgetary control? [10M]

OR

- Q. No.8 a) What is zero based budgeting? Explain its significance. [7M]
b) Explain the difference between cost audit and management audit. [8M]

SECTION-V

- Q.No.9.a) Define Standard Costing? In what types of industries standard costing employed? [5M]
b) Bring out clearly the relationship between Standard Costing and Budgetary Costing. [10M]

OR

- Q. No. 10. a. What is meant by Variance analysis? [3M]
b. The standard cost card shows the following details relating to material needed to produce 1kg of round nut oil: [12M]

Quantity of groundnut required 3kgs

Price of groundnut Rs.2.50 per kg

Actual Production Data:

Production during the month 1,000 kg

Quantity of material used 3,500 kg

Price of groundnut Rs. 3 per kg

Calculate:

- a. Material Cost Variance
- b. Material Price Variance
- c. Material Usage Variance

Code No: R15MBA54**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Cyber security****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I**1** Define the Mobile computing and it's advantages? **[15M]**

OR

2 Explain mobile-Security policies and measures in mobile computing era? **[15M]****SECTION-II****3** Describe the various Tools and methods used in cyber crime? **[15M]**

OR

4 Explain the Attacks and impact on wireless network? **[15M]****SECTION-III****5** Describe the Historical background of cyber forensic and how it helps the Cyber Security? **[15M]**

OR

6 Explain the significance and scope of Digital forensic life cycle? **[15M]****SECTION-IV****7** Explain the cell phone working characteristics? **[15M]**

OR

8 Describe the Techno legal Challenges involved with hand-held Devices? **[15M]****SECTION-V****9** Describe the various Intellectual Property Right issues in Cyber crimes? **[15M]**

OR

10 Define the role and significance of Protecting people privacy in the organizations? **[15M]**

Code No: R15MBA37**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****International Marketing****(MBA)**

Roll No									

Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

1 What is the difference between international and domestic marketing? [15M]

OR

2 What is the importance of international trade from the organizational perspective? [15M]
What are the limitations for growth for organizations concentrating only on domestic marketing?

SECTION-II

3 What are the features and objectives of EXIM policy of India? [15M]

OR

4 What are the characteristics of international market environment? Explain with special reference to social and cultural aspects. [15M]

SECTION-III

5 Explain the Role of Culture in the Global Market [15M]

OR

6 What is Market Research? How would you assess Global Market Opportunities through Market Research [15M]

SECTION-IV

7 Distinguish between direct and indirect distribution channels in International Marketing. [15M]

OR

8 Examine the importance of market segmentation in international marketing and explain the bases of international market segmentation [15M]

SECTION-V

9 Define Global Marketing and discuss the controlling of the global marketing programme [15M]

OR

10 Explain the Global marketing strategies and its Implementations in international business [15M]

Code No: R15MBA43

R15

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II-Year - I Semester supplementary Examinations, June-2019

Financial Derivatives

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 75

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each SECTION and each Question carries 15 marks.

SECTION-I

Q. No. 1 What are different types of derivatives? Give basic features of all these derivatives.

[15M]

OR

Q. No. 2 Give a lucid note on the chronology of introduction of derivatives trading in India.

[15M]

SECTION-II

Q. No. 3. What do you mean by forwards? How are they different from futures?

[15M]

OR

Q. No.4. What are the features of futures contracts? What are the factors determining price of futures contracts?

[15M]

SECTION-III

Q. No.5. a. What is options Contract? Explain different types of Options.

[8M]

b. How is a Call option different from a Put option?

[7M]

OR

Q. No. 6. a. What do you mean by Hedge Ratio? Explain the relevance of Hedge Ratio and borrowings in the Binomial Model.

[8M]

b. A share has a current market price of Rs.40. One month call is available at a strike price of Rs.39. It is known that after 1 month the share price may be Rs.42 or Rs.38.

Find out the value of the call as per BM if the risk free rate is 8%.

[7M]

SECTION-IV

Q. No.7. Explain briefly about the trading mechanism of Commodities Derivatives.

[15M]

OR

Q. No.8. Explain the role and functions of commodities exchanges in India.

[15M]

SECTION-V

Q.No.9.a. What do you mean by swap? What are the distinguishing features of a swap deal? [8M]

b. Explain and elucidate the interest rate swap. How the parties are benefited by them.[7M]

OR

Q. No. 10. Explain various types of swap contracts with their features.

[15M]

Code No: R15MBA49**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II-Year - I Semester supplementary Examinations, June-2019****Leadership****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 75****Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 15 marks.

SECTION-I

- 1 Explain various traits of a effective leader in detail. [15M]

OR

- 2 ‘Leaders and Managers are not necessarily the same persons in an organization. The differences between leaders are due to a large extent because of sources of power within an organization’. Explain the difference between a leader and a manager. [15M]

SECTION-II

- 3 Explain the Blake and Mouton’s Managerial grid model. [15M]

OR

- 4 How does the situational approach work and what are the applications of this approach. [15M]

SECTION-III

- 5 Discuss the different theories of leadership in brief. [15M]

OR

- 6 What is criticism? Explain the reasons why it doesn’t work as a method of correcting. [15M]

SECTION-IV

- 7 Transformational leadership Vs. charismatic leadership [15M]

OR

- 8 What is Servant leadership? Explain the Pros and Cons of Servant leadership. [15M]

SECTION-V

- 9 Difference between teams and groups. And Explain the possible cases to show that working in teams may be disadvantages to an organization. [15M]

OR

- 10 Discuss the theory of Heifetz’s perspective on ethical leadership. [15M]
