

Code No: R17MBA21

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Strategic Management****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1** Examine the significance of mission statement and goals and objectives in giving strategic direction to a firm.
- 2** Explain the importance of analyzing and understanding the firm's external environment.
- 3** Define
  - a) Competitive rivalry.
  - b) Competitive behaviour.
  - c) Competitive dynamics.
- 4** Use the five forces of competition model to explain how above-average returns can be earned through each business-level strategy.
- 5** Define the Restructuring strategy and discuss various Restructuring strategies
- 6** Define corporate-level strategy and discuss its importance to the diversified firm.
- 7** Explore the four factors that lead to a basis for international business-level strategies.
- 8** Define organizational structure and controls and discuss the difference between strategic and financial controls.

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Code No: R17MBA22

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Research Methodology**

(MBA)

Roll No

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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 What is research methodology? Explain the importance and objectives of research in business
- 2 What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples.
- 3 “The more you know about the library and the materials and services it provides, the more successful you will be in gathering information and ideas for your research paper”. Discuss.
- 4 Describe the importance of research designs and discuss types of research design in detail.
- 5 Describe in detail the various sampling methods
- 6 What is Data Processing? Explain its Operations in detail.(validation, Editing, Coding, Classification, Tabulation)
- 7 What is the purpose of a questionnaire? Why are closed questions are preferred to open ended questions in survey research ?
- 8 What is Research Report? Write in detail the steps under research report.

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Code No: **R17MBA28****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Consumer Behaviour****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Explain the concept of research with regard to consumer behavior. Explain the scope of research in consumer behaviour.
- 2 “The importance of knowing and understanding consumer behaviour in modern marketing is vital”. Elucidate this statement.
- 3 What is social class? How is it measured? Highlight the impact of social class in the field of consumer behavior.
- 4 Explain the term Family. How does family affect decision making of consumers?
- 5 Discuss various factors responsible for attitude formation.
- 6 What is meant by Motive Hierarchy. How does Maslow's Hierarchy of needs function?
- 7 Describe the process of diffusion of innovation?
- 8 What is Consumer Safety? Discuss the Consumer Safety and Consumer Responsibilities.

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Code No: R17MBA34

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Security Analysis and Portfolio Management**

(MBA)

<b>Roll No</b>									
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1a) Outline the functions of Financial Markets and classify the Indian Financial System
- b) Give a detailed description of the various Investment alternatives and their attributes
- 2) A stock costing Rs.100 pays no dividend. The possible prices that the stock might sell at year end and the probability of each are:

Year End Price (Rs)	Probability
90	0.1
95	0.2
100	0.4
110	0.2
115	0.1
What is the Expected Return on the stock?	

- 3a) Explain the features of EMH1, EMH2 and EMH3
- b) Are Indian Markets really efficient-Discuss
- 4) Explain the merits and demerits of Technical Analysis as a tool of Security Analysis
- 5) Stocks L and M have yielded the following returns for the past two years

Years	Return	%
	L	M
1995	12	14
1996	18	12

- a) What is the expected return on portfolio made up of 60% of L and 40% of M
- b) Find out the S.D of each stock
- 6a) What is CAPM? Explain its basic tenets
- b) Describe the Single Index Model
- 7) What are the basic valuation models of bonds. How do you calculate yield on bonds
- 8) What is NAV? How is it calculated. Explain its usefulness

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**Code No: R17MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Performance Management****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Write about performance management process in detail.
- 2 Define Performance Management. Write about the importance of Performance Management.
- 3 Explain about Performance and choosing measurement approaches.
- 4 Write about gathering performance information.
- 5 Explain how Performance Management Skills will affect the organizations.
- 6 What is the need of employee development and how does performance management help employee development?
- 7 Write about Managing Team Performance with the help of Performance Management.
- 8 Write about Balance Scorecard.

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**Code No: R17MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Integrated Marketing Communications & Sales****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 What is Integrated Marketing Communication (IMC)? Explain how to set up objectives for IMC program.
- 2 What is Communication Process? Explain the elements of Communication mix.
- 3 Elaborate on internet and social media roles in direct marketing.
- 4 Explain the steps to manage an effective Public Relations campaign.
- 5 Discuss the Regulations of Advertising and Promotion in India.
- 6 What are the ethical challenges that every marketer faces.
- 7 What do you mean by Sales Budget? Explain the methods used for Deciding Sales Budget.
- 8 What is Sales Force Control? Discuss about Sales Force Control and Evaluation.

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**Code No: R17MBA35****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020****Financial Institutions, Markets & Services****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Define Financial System and discuss the important functions performed by it.
- 2 How does Financial Development influence the Economic Development.
- 3 Explain about Indian Banking System. What are the recent developments in Indian Banking System.
- 4a) Elaborate on the various guidelines issued by RBI for the up gradation of commercial banks.
- 4b) Discuss about the different approaches to bank lending in India.
- 5 Briefly explain the different Life Insurance Policies.
- 6 Has the growth of LIC in respect of its efforts to mobilise savings and the volume of funds at its disposal taken place in India over a period of time.
- 7 What is Treasury Bill? Explain the types, nature and characteristics of 91-day TB market in India.
- 8 Write short notes on the following
  - a) Hire Purchase Credit
  - b) Housing Finance

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**Code No: R17MBA41**

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

**(Autonomous Institution – UGC, Govt. of India)**

**M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020**

**Training & Development**

**(MBA)**

<b>Roll No</b>										
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**Time: 2 hours**

**Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Explain the need of designing a training program. Bring out its elements.
  
- 2 Write about the latest Trends in Training.
  
- 3 Define Training Need Analysis. Explain the facilitation of learning and training transfer to the job.
  
- 4 Write about the organisation constraints in Training Need Analysis and Design.
  
- 5 Write about the use of Games in Training programme.
  
- 6 Write about on the job training methods in detail.
  
- 7 Write about major players in training and development.
  
- 8 Explain about Cross Cultural Training in detail.

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Code No: R17MBA36

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Strategic Investment and Financing Decisions**

(MBA)

Roll No									
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Time: 2 hours

Max. Marks: 70

Answer Any **Four** Questions

All Questions carries equal marks.

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- 1
  - a. What are the critical factors to be observed while making capital budgeting decisions under capital rationing?
  - b. List out the steps for decision tree approach
- 2 Due to a considerable risk inherent in a project costing an initial cash outflow of Rs. 20,000 a firm decides to use certainty equivalents to evaluate the Project. The certainty equivalents have been estimated to be 0.8, 0.7, 0.6, 0.5, and 0.4 in a period of 5 years. The risk free rate of interest is 10%. The expected values of cash inflows are given below:

Years	1	2	3	4	5
Cash flows(Rs.)	5,000	8,000	4,000	6,000	12,000

You are required to advice the firm whether its management should accept the project.

- 3 The expected cash flows of a project are as follows:

Years	0	1	2	3	4	5
Cash flows(Rs.)	-100,000	50,000	-20,000	30,000	40,000	50,000

The cost of capital is 13%. Calculate MIRR.

- 4
  - a. What is disinvestment? discuss the criteria for project abandonment decision
  - b. What is the impact of inflation on Capital Budgeting decision
- 5
  - a) Discuss the single period constraint situation.
  - b) Explain multi period constraint situation.
- 6 A company is considering an investment proposal to purchase a machine costing Rs. 2, 50,000. The machine has a life expectancy of 5 years and no salvage value. The company's tax rate is 40%. The firm uses straight line method for providing depreciation. The estimated cash flows before tax and after depreciation(CFBT) from the machine are as follows:

Years	1	2	3	4	5
CFBT(Rs.)	60,000	70,000	90,000	1,00,000	1,50,000

Calculate discounted payback period if company's cost capital is 12%

- 7 What is leasing? Distinguish between operating and financial leasing
- 8 Explain and illustrate the impact of mergers on earnings per share and market price per share of the acquiring company.

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**Code No: R17MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Management of Industrial Relations****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Explain in detail the Objectives and characteristics of Industrial Relations
- 2 Describe the role and functions of the trade unions in India.
- 3 Explain the role of the state in Industrial Dispute settlement machinery.
- 4 Explain the Non Statutory Settlement Machinery Mechanism in India.
- 5 Differentiate between Standing orders and grievance procedure .
- 6 Explain the Workers Participation in Management.
- 7 Explain the main features of Bonus Act 1965.
- 8 Explain in detail the Health and Welfare measures under Indian Factories Act 1948.

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**Code No: R17MBA31****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Services Marketing****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Describe the services marketing mix? Explain with suitable example.
- 2 What is the role of services in modern economy like INDIA?
- 3 “Building customer relationships are important in service sector” - Why? What are the ways used by the banking sector?
- 4 What is customer perception? If you are a manager of a corporate hospital, How can you work to create or maintain a positive customer perception?
- 5 What do you mean by customer defined standards in services? Explain the hard and soft standards with examples.
- 6 (a) What is Service blue printing?  
(b) Discuss in detail about customer service audit.
- 7 Employees role is vital in service delivery” – Justify the statement.
- 8 What are the different approaches adopted while pricing the services? Assume you own a motor vehicle driving school, how do you price the services?

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**Code No: R17MBA37****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****International Financial Management****(MBA)**

<b>Roll No</b>									
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 What are the recent changes and challenges in International Financial Management? Explain
- 2 Explain the nature and scope of International Financial Management.
- 3
  - a) What is the difference between balance of trade and balance of payment?
  - b) What were the features and advantages of the gold standard?
- 4 Explain the concept of Balance of Payments (BOP). And discuss the different accounts of BOP.
- 5
  - a) Who are the major participants in a foreign exchange market?
  - b) Write a note on Euro Bond Market.
- 6
  - a) Explain currency futures and options market
  - b) Explain International Stock Market
- 7
  - a) 'Floating exchange rate system is more beneficial than the system of fixed exchange rate' Do you agree?
  - b) Explain the relationship between inflation, interest rates and exchange rates.
- 8
  - a) What are the recent amendments in EXIM policy?
  - b) Write a note on Foreign Direct Investment.

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Code No: R17MBA43

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October/November 2020**

**International Human Resource Management**

**(MBA)**

<b>Roll No</b>										
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**Time: 2 hours**

**Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Define and explain the nature and scope of International Human Resource Management.
- 2 Differentiate between Domestic and International Human Resource Management.
- 3 Briefly explain the various approaches to International recruitment?
- 4 Briefly explain the International Human Resource Management practices in UK and USA?
- 5 Describe the types and features of Virtual Organisations?
- 6 Define and explain the concepts of Collective Bargaining and Participative Management?
- 7 Describe the Staff Training and Development approaches in Multinational Corporations?
- 8 Briefly explain the impact of Information Technology on Human Resource Management?

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**Code No: R17MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Retailing Management****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Explain the Evolutionary theories of retailing.
- 2 (a) What is e-tailing?  
(b) Explain the functions of retailing.
- 3 (a) What is merchandise plan?  
(b) What is assortment plan?  
(c) How does the merchandise and assortment plan help to the retailers?
- 4 Explain the role of music and lightings in attracting new customers into the retail store. Give TWO examples from Hyderabad.
- 5 (a) What is retail shopping process?  
(b) Explain the stages of shopping process with examples.
- 6 Explain the changing consumer shopping patterns in current retail scenario in India.
- 7 (a) What are the objectives of pricing?  
(b) Explain the different price adjustment strategies with suitable examples from retail sector.
- 8 Discuss in detail about value based model of store format choice. Explain its pros and cons.

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Code No: R17MBA38

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Strategic Management Accounting**

(MBA)

<b>Roll No</b>									
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 What is management accounting? Discuss the role of management accounting in the areas of planning, control and decision making.
- 2 How is apportionment of overhead costs done?
- 3 What are the main features of job costing? Describe briefly the procedure of recording costs under job order costing.
- 4 State the characteristics and principles of process costing.
- 5 What is meant by break-even analysis? Discuss assumptions and limitations.
- 6 A company annually manufactures and sells 20,000 units of a product, the selling price of which is Rs. 50 and profit earned is Rs. 10 per unit.  
The analysis of cost of 20,000 units is:  
Material cost Rs. 3,00,000  
Labour Cost Rs. 1,00,000  
Overheads Rs. 4,00,000 (50% of variable)  
You are required to compute:  
I. Break-even sales in units and in rupees.  
II. Sales to earn a profit of Rs. 3,00,000  
III. Profit when 15,000 units are sold.
- 7 “The technique of marginal costing can be a valuable aid to management”.  
Discuss
- 8 From the following, calculate labour variances for department A and B.

	Dept. A	Dept. B
Actual direct wages	Rs. 2,000	Rs. 1,800
Standard hours produced	8,000	6,000
Standard rate per hour	30 paise	35 paise
Actual hours worked	8,200	5,800

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**Code No: R17MBA44****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Compensation & Reward Management****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Elaborate on the pay model strategy. Give a note on person based structures.
- 2 Discuss the process of job analysis with a suitable example. Discuss the methods of job evaluation.
- 3 What is job analysis? Discuss the process of designing pay levels.
- 4 What is pay for performance? Discuss on the evidence pay for performance plans.
- 5 Discuss on traditional and future oriented performance appraisal techniques.
- 6 Explain in detail on statutory benefits health, safety and welfare measures provided to employees in India.
- 7 What are the components of expatriate pay? Elaborate on the best practices of pay that worked.
- 8 What is collective bargaining? Often wage negotiations fail to reach an agreement! Suggest measures.

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**Code No: R17MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Financial Derivatives****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 Discuss the growth of derivative markets in India and different products available for trading on derivative segment in India.
- 2 Explain the various commodity exchanges functions and roles.
- 3 How do forward contracts work? Discuss.
- 4 Futures contracts are improvised Forward contracts. Do you agree? Explain with example.
- 5 Explain the Black-Scholes Merton Model.
- 6 “Option contracts are relatively more safe derivative instruments”. Explain.
- 7 Distinguish between spread, straddle and strangle option strategies and compare them with examples.
- 8 Differentiate between currency swaps and interest rate swaps.

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**Code No: R17MBA45****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October/November 2020****Leadership & Change Management****(MBA)**

<b>Roll No</b>										
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**Time: 2 hours****Max. Marks: 70**

Answer Any **Four** Questions  
All Questions carries equal marks.

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- 1 What are the qualities of a leader? Explain Traits Approach to Leadership.
- 2 Discuss Ohio state and Michigan studies on leadership.
- 3 Elaborate on Path-Goal theory of leadership. Discuss its strengths and criticism.
- 4 What is Transformational Leadership? Discuss in detail on the leadership exhibited by Donald Trump and Narendra Modi.
- 5 Elaborate on the process of group and Team level change. Why do employees resist change? Discuss.
- 6 How long change can go beyond affecting individual and group? Discuss this in the light of ethical issues as part of managing change.
- 7 Explain how technology initiates for change in organisations.
- 8 Elaborate on the Importance of communication in change management.

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