Code No: R17MBA21 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UCC, Cout, of India)

(Autonomous Institution – UGC, Govt. of India)

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

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		Roll No											l	
Time: 2 ho	ours									Μ	lax.	Mar	ks: 70	
				er A	•		-							
	All Questions carries equal marks.													
					**	•••								
1 Ex	amine t	the significance of mission statement and goals and objectives in giving											g	

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.

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

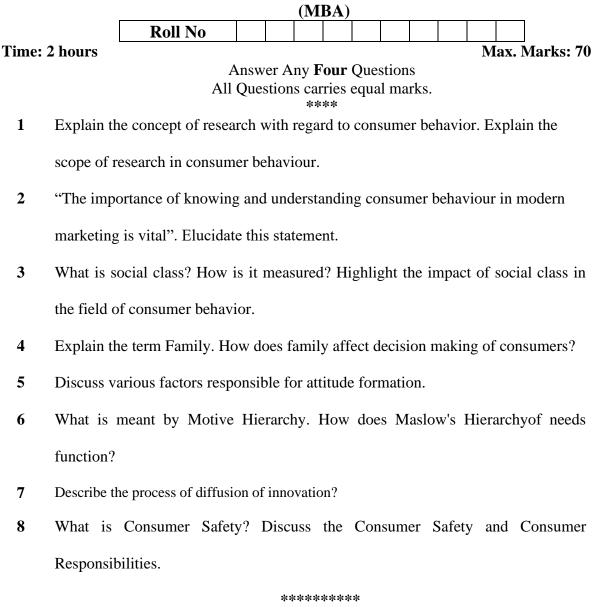
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Time: 2	2 hours								Max	x. Ma	arks:	70
		1	Answer A	ny Fou	r Que	stion	IS					
		All	Question	s carries	s equa	al ma	rks.					

1	What is rese	earch methodology	? Explair	the imp	portar	nce a	and o	bjec	ctives	of 1	esear	ch

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.

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



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

		BA)			
Roll No					

Time: 2 hours

Max. Marks: 70

Answer Any Four Questions

All Questions carries equal marks.

- **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	М
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

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

		DA)			
Roll No					

Time: 2 hours

Max. Marks: 70

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

- 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.

Code No: R17MBA29 R17 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

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		Roll No												
Time:	2 hours		1 1		l	11			l		Μ	ax. I	Marks	s: 70
		I	Answ	er A	ny F	our	Ques	stion	S					
		All	Ques	stion	s cai **		equa	l ma	rks.					
1	What is In	tegrated Marketir	ng Co	mmı	unica	ation	(IM	C)?]	Expl	ain h	low t	o set	up	
	objectives	for IMC program	l .											
2	What is C	ommunication Pro	ocessí	? Exj	plair	the	elen	nents	of C	Comr	nuni	catio	n mix	
3	Elaborate	on internet and so	cial n	nedi	a rol	es in	dire	ct m	arke	ting.				
4	Explain th	e steps to manage	an ef	ffect	ive I	Public	c Re	latio	ns ca	ampa	ign.			
5	Discuss th	e Regulations of A	Advei	rtisir	ng ar	nd Pro	omo	tion	in In	dia.				
6	What are t	the ethical challen	ges tł	nat e	very	marl	cetei	face	es.					
7	What do y	ou mean by Sales	Budg	get?	Exp	lain t	he n	netho	ods u	ised t	for E	Decid	ing Sa	les

8 What is Sales Force Control? Discuss about Sales Force Control and Evaluation.

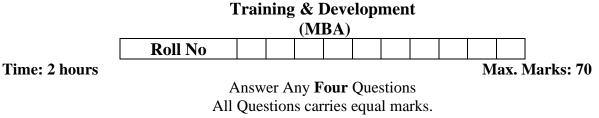
Budget.

Code No: R17MBA35 R17 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) (MBA) Time: 2 hours Max. Marks: 70

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

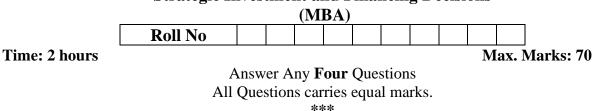
Code No: R17MBA41 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020



- 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.

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



- 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? discus 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.

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

.D.A II Teal T Semester Supplementary Examinations, October/1000ember 2	2020
Management of Industrial Relations	
(\mathbf{MBA})	

Roll No			DAJ			
	Roll No					

Time: 2 hours

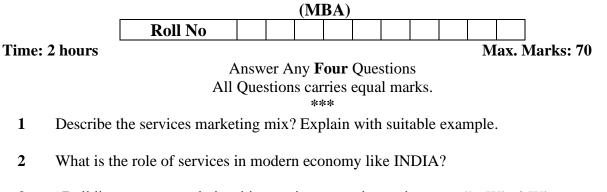
Max. Marks: 70

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

- 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.

Code No: R17MBA31 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A.H. Yaar I. Samastan Sumplementary Examinations, October/Neuromber 2020

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



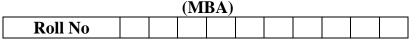
3 "Building customer relationships are important in service sector" - Why? What are

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



Time: 2 hours

7

Max. Marks: 70

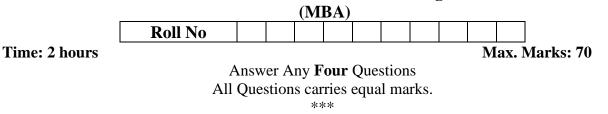
Answer Any **Four** Questions All Questions carries equal marks. ****

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
 - 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.

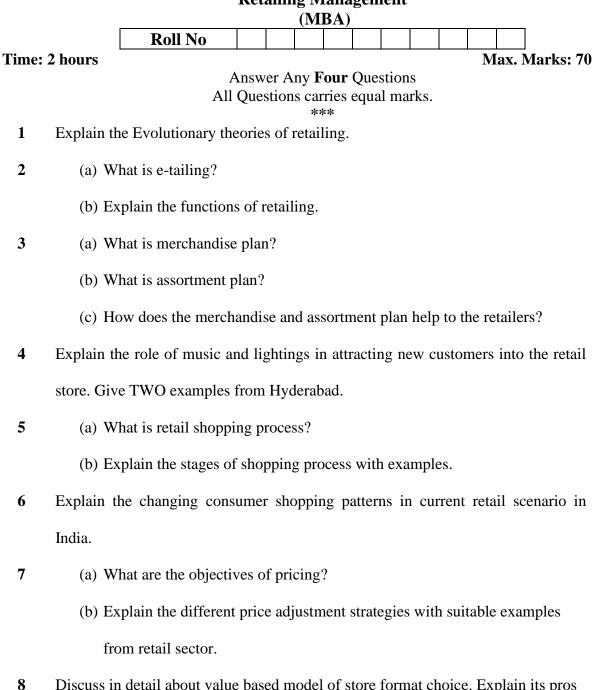
Code No: R17MBA43 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, October/November 2020 International Human Resource Management



- 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?

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



8 Discuss in detail about value based model of store format choice. Explain its pros and cons.

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

		(M	BA)			
Roll No						

Time: 2 hours

Answer Any Four Questions

All Questions carries equal marks.

- **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

R17

Max. Marks: 70

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

		(M]	BA)			
Roll No						

Time: 2 hours

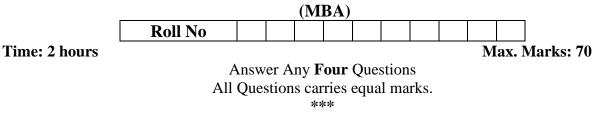
Max. Marks: 70

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

- 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.

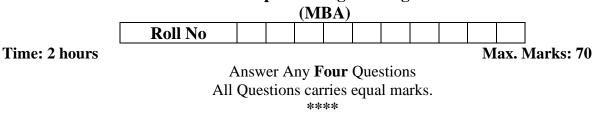
Code No: R17MBA39 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India)

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



- 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.

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



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.