

Code No: **R18MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021**Strategic Management**

(MBA)

Roll No										
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Examine the significance of strategic management and discuss the various elements of Strategic Management Process. [14M]
- 2 “Each industry’s attractiveness or profitability potential is a direct function of the interactions of various environmental forces that determine the nature of competition”. Discuss five forces model. [14M]
- 3 a. Discuss the model of Competitive rivalry with suitable illustrations. [10M]
b. There are many risks in cost leadership strategy. What are they and how would it affect you as a manager? [4M]
- 4 Comment on Porter’s Generic Strategies with appropriate examples. [14M]
- 5 Discuss the concept of co-operative strategies and its types. Under what conditions should they be applied? [14M]
- 6 Define Diversification Strategy. Discuss risks, types, and reasons for diversification. [14M]
- 7 “Multinationals such as Walmart and Kia have chosen an international strategy to guide their efforts across various countries”. Explain the statement and different types of International strategies with appropriate examples. [14M]
- 8 Discuss the basic principles of organisational structure with suitable illustrations. [14M]

Code No: R18MBA22**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Research Methodology****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Explain various types of research. [14M]
- 2 What is research Methodology? Discuss the ethics in Business Research. [14M]
- 3 Explain various types of Research Designs. [14M]
- 4 Explain various components in Research Design. [14M]
- 5 Explain various random and non-random sampling techniques [14M]
- 6 What are the guidelines to construct Questionnaire? Explain. [14M]
- 7 Explain various classification / types of Measures. [14M]
- 8 Describe various parts of Report Writing. [14M]

Code No: R18MBA28**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Consumer Behaviour****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1 Define Consumer Behaviour. How do you understand consumer through research process? [14M]
- 2 What is Consumer Segmentation? Explain the positioning strategies. [14M]
- 3 Explain the influence of culture and subculture on Consumer behavior. [14M]
- 4 What is a social group? Explain the social factors that effect consumer decision making. [14M]
- 5 What is Consumer perception? Explain its role in Consumer behaviour. [14M]
- 6 What is Consumer learning? Explain the decision making process of a consumer in a new buying situation. [14M]
- 7 What is problem recognition, explain its importance in consumer behaviour. [14M]
- 8 What is Consumerism? How consumer rights and responsibilities are useful for the overall success of the business. [14M]

Code No: R18MBA34**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Security Analysis and Portfolio Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Explain various Investment alternatives available to the Investors in detail. [14M]
- 2 What do you understand Equity Valuation? Explain different Models of Equity Valuation. [14M]
- 3 What are the bases for technical analysis? Critically evaluate any three tools of technical analysis. [14M]
- 4 Discuss the different trends given in the Dow theory. [14M]
- 5 Define Risk. What are different types of risks? Explain the methods of risks handling. [14M]
- 6 What are the basic assumptions behind the Markowitz portfolio theory? How is Markowitz model useful in portfolio selection? [14M]
- 7 A bond of Rs.1000 face value, bearing a coupon rate of 12 per cent, will mature after seven years. What is the value of the bond if the discount rate are 14 per cent and 12 per cent? [14M]
- 8 Explain the recent trends in Indian mutual funds and its impact on the economy. [14M]

Code No: R18MBA40**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Performance Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1** Briefly explain the Performance Appraisal and Reward System in Indian context? **[14M]**
- 2** Briefly explain the stages involved in Performance Management Process? **[14M]**
- 3** Briefly define the performance measurement approaches with relevant illustrations? **[14M]**
- 4** Briefly discuss about the performance Management in view of gathering performance information. **[14M]**
- 5** How does performance management encourage employee development? **[14M]**
- 6** Discuss in detail the reward system and legal issues in related to enhancing performance of employees. **[14M]**
- 7** Briefly discuss about the techniques and steps involved with Managing a team for effective Performance management? **[14M]**
- 8** Briefly analyse the steps and types of the Bench marking? **[14M]**

Code No: R18MBA29**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Integrated Marketing Communications & Sales****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1** Define IMC. How do you understand IMC as an integral part of Marketing? [14M]
Substantiate your answer with a suitable example.
- 2** a) Discuss the process of integrated marketing communication. [7M]
b) What are the elements in Communication Mix? Briefly explain the significance of each element of IMC. [7M]
- 3** a) What is internet advertising? Describe the advantages and disadvantages of online advertising. [7M]
b) How do you judge your advertising plan is a ‘big idea of creativity.’ [7M]
- 4** What is Direct Marketing? How do personal public relations help in the direct marketing of a product? [14M]
- 5** a) Discuss the regulations of advertising and promotion in India. [7M]
b) What are the most common ethical criticisms of advertising in India? [7M]
- 6** a) Discuss the ethical aspects of advertisement to children. [7M]
b) What is Truth in an advertisement? Discuss the issues and problems of failure of the Truth in the advertisement. [7M]
- 7** a) What is a sales territory? What are the factors influencing in designing a sales territory? Discuss. [7M]
b) What is a sales quota? Explain the procedure and types of sales quota. [7M]
- 8** a) What are ways to motivate a salesperson? Monetary benefits will motivate salespersons more than other various-comment [7M]
b) What is sales training? What is the significance of training to the existing sales force? [7M]

Code No: R18MBA35**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Financial Institutions, Markets & Services****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 a) Define Financial System. [4M]
[10M]
b) How does financial development influence the economic development?
- 2 a) What are Non-statutory Financial Organizations? [4M]
[10M]
b) Discuss about the performance of IFCI and SIDBI.
- 3 What do you understand by commercial banking? Discuss about the comparative [14M]
performance of Public and Private sector banks.
- 4 a) Discuss about Financial Inclusion. [8M]
[6M]
b) Write a note on Reserve Ratios.
- 5 a) What are the objectives of mutual funds? [5M]
[9M]
b) Discuss the recent changes that have taken place to regulate the mutual funds in
India.
- 6 Analyse the investment pattern of LIC funds and how far has the investment [14M]
policy of the LIC helped policy-holders.
- 7 Discuss the various components of a money market and bring out their features. [14M]
- 8 Define a financial service industry and discuss the various fee-based services [14M]
rendered by it.

Code No: R18MBA41**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Training & Development****(MBA)**

Roll No										
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Time: 2 hours 30 min**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1 Briefly explain the steps and process involved with effective Training programme? [14M]
- 2 Explain the significance of training for Career Development opportunities? [14M]
- 3 Briefly describe the significance and levels of Training Need Analysis? [14M]
- 4 How organisational constraints does effects the Design of the Training Need Analysis? [14M]
- 5 Briefly discuss about the role and significance of the games and simulation in Training? [14M]
- 6 Briefly discuss purpose and advantages of On the Job Training and Computer Based Training methods? [14M]
- 7 Briefly define and explain the challenges in implementing an effective Training programme? [14M]
- 8 Briefly discuss the significance of the Prevention of the Sexual harassment Training programmes? [14M]

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Code No: R18MBA30

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Logistics & Supply Chain Management

(MBA)

Roll No										
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Time: 2 hours 30 min

Max. Marks: 70

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

- 1 Briefly explain the role of Logistics Competitive Strategy? [14M]
- 2 Briefly explain the components of Strategic Logistics to gain Competitive advantage? [14M]
- 3 Define and explain the concept of total cost analysis in Logistics and Supply Chain management? [14M]
- 4 Briefly define and explain the fundamental principles of Logistics service alliances. [14M]
- 5 Describe the Logistics and Supply Chain Relationships? [14M]
- 6 Explain in detail issues and challenges in Global Supply Chain Management. [14M]
- 7 Briefly explain the role of the Documentation in Transportation Management? [14M]
- 8 Define and explain the bullwhip effect and how it can be minimised in Logistics and Supply chain Management? [14M]

Code No: R18MBA36

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Strategic Investment and Financing Decisions

(MBA)

Roll No									
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Time: 2 hours 30 min

Max. Marks: 70

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

- 1 Define Risk. Explain the various techniques of analyzing risk in investment of a project. [14M]
- 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 risk free rate of interest is 10%. The expected values of cash inflows are given below: [14M]

Years	1	2	3	4	5
Cash flows(Rs.)	5,000	8,000	4,000	6,000	12,000
Certainty Equivalents	0.8	0.7	0.6	0.5	0.4

You are required to advise the Firm, whether management should accept the Project?

- 3 BSCPL Limited is evaluating a project that has the following cash flow stream associated with it: [14M]

Year	0	1	2	3	4	5
Cash Flow	-100000	20000	30000	40000	50000	30000

The cost of capital is 12%. Calculate MIRR (Modified Internal Rate of Return)

- 4 Determine the Lorie savage paradox, and explain the impact of inflation on capital budgeting decisions. [14M]
- 5 What is Bail-out Pay Back period? Explain the calculation procedure of the Bail-out payback period by using illusory numbers. [14M]
- 6 The following information relates to the project [14M]
Initial Outlay Rs 30000, Life of the project 4 Years, Cash inflows Rs 10000 for 4 years per annum, cost of capital 12%. Expected interest rates at which cash inflows are re-invested are

Year	1	2	3	4
Re-investment %	8%	8%	12%	12%

You are required to analyse the feasibility of a Project using Terminal value Method.

- 7 How would you choose between leasing and hire-purchase? List out the differences. [14M]
- 8 What is takeover? Explain the Government guidelines for achieving a takeover. [14M]

Code No: R18MBA42**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Management of Industrial Relations****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Define and explain the Dunlop's industrial relations system [14M]
- 2 Briefly explain the Characteristics of Indian Industrial relations system with current scenario? [14M]
- 3 Define and explain the role of Bi Partite and Tri Partite system in Dispute redressal Mechanism? [14M]
- 4 Define and explain the Industrial dispute and causes for Dispute? [14M]
- 5 Briefly explain the significance and main features of Collective Bargaining? [14M]
- 6 Differentiate between Conciliation and Arbitration under the Industrial Disputes Act 1947? [14M]
- 7 Briefly explain the Wage Regulation Machinery in India? [14M]
- 8 Briefly explain the Health, Safety and Welfare under Factories Act 1948? [14M]

Code No: R18MBA31**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Services Marketing****(MBA)**

Roll No										
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Describe in brief Services Marketing Mix. [14M]
- 2 Distinguish the characteristics between services and goods. [14M]
- 3 What are the types of customer expectations? Explain the issues in meeting customers service expectations [14M]
- 4 Discuss the strategies of service recovery? [14M]
- 5 Explain various types of Service Innovations [14M]
- 6 Describe the processes of new services development. [14M]
- 7 Discuss the role of employees in delivering quality service to customers? [14M]
- 8 Explain the five Categories of Strategies to Match Service Promises with Delivery. [14M]

Code No: **R18MBA37****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021**International Financial Management**

(MBA)

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1** a. What factors cause some firms to become more internationalized than others? [7M]
b. Write a note on the scope of International Finance. [7M]
- 2** a. Briefly describe the motivations for international Business. [7M]
b. Explain the operations and influences of International Business. [7M]
- 3** a. Explain Fundamentals of Balance of Payments in detail. [7M]
b. Explain the trends of Balance of Payments in Indian scenario. [7M]
- 4** Write about The Evolution of Monetary System in detail. [14M]
- 5** a. What do you mean by 'Foreign Exchange Market'? Discuss the role played by the main participants in this market. [7M]
b. Define forex market. Discuss the functions and the structure of forex market in India. [7M]
- 6** a. Write about the arbitrage and speculation in the forward market. [7M]
b. Write a short note on Euro Currency market, Euro credit market and Euro bond market. [7M]
- 7** a. Explain the comparison between Purchasing Power Parity (PPP), International Fisher Effect (IFE), and Interest Rate Parity (IRP) theories. [7M]
b. What is foreign exchange management risk? Explain different types of foreign exchange risks. [7M]
- 8** a. Discuss the multinational capital structure decision. [7M]
b. What are the recent amendments in EXIM policy? [7M]

Code No: R18MBA43**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****International Human Resource Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Compare the differences between Domestic HRM and Global HRM. [14M]
- 2 Discuss various approaches to International Recruitment. [14M]
- 3 Explain the factors affecting the expatriate selection process. [14M]
- 4 Discuss the advantages and disadvantages of Geocentric approach. [14M]
- 5 Describe the impact of globalisation on bargaining and participative management. [14M]
- 6 Describe the features and types of virtual organisations. [14M]
- 7 Elaborate on Indian HR managers' role in the global competition. [14M]
- 8 Discuss issues involved with women expatriates in MNCs. [14M]

Code No: R18MBA32**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Retailing Management****(MBA)**

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 Briefly explain the emergence and Characteristics of Organization of Retailing? [14M]
- 2 Briefly explain the Store management and Visual Merchandising. [14M]
- 3 Briefly explain the significance of layout and Design of the Retailing? [14M]
- 4 How the ambience will play an important role in Retailing? Explain with valid examples? [14M]
- 5 Briefly explain the Shopping environment Evolution in Retailing? [14M]
- 6 Describe the stages of the Shopping Process with examples? [14M]
- 7 Briefly explain the Pricing policies and objectives in retailing? [14M]
- 8 Explain about the types and methods of the Retail Formats? [14M]

Code No: R18MBA38

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Strategic Management Accounting

(MBA)

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1 What is the role of management accountant in planning and control which taking [14M]
decisions
- 2 How do you differentiate between fixed costs and variable costs? What is meant [14M]
by semi variable costs? Give examples?
- 3 What are the differences between unit costing and job costing [14M]
- 4 What are the main features of unit costing?. Name the undertakings to which they [14M]
are more suited. Why is this method of costing considered significant from cost
accounting point of view
- 5 Explain the use and limitations of Break Even charts. [14M]
- 6 “changes in fixed costs are much more significant to a company than changes in [14M]
variable costs”. Discuss?
- 7 How marginal costing helpful in decision making? [14M]
- 8 “Budgetary control means worrying before work rather than after. Its keynotes [14M]
are planning coordination and control”. Explain this statement

Code No: R18MBA44

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Compensation & Reward Management

(MBA)

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1 “Job evaluation determines the worth of job and not of job holder “Examine the statement and explain the nature of job evaluation [14M]
- 2 Write Short not on the following
 - a) Job Analysis [6M]
 - b) Explain Internal alignment [4M]
 - c) What do you mean by person based structure [4M]
- 3 How to design pay structure? And explain various pay structures in India [14M]
- 4 List out various legal provisions related to compensation payable to an employee. [14M]
- 5 Discuss various statutory employee welfare programs. [14M]
- 6 Explain various Retirement benefits offering by the public sector companies in recent times. [14M]
- 7 What are the benefits available to Directors, Executives & Special group? [14M]
- 8 What are the legislations regulating wages in India and briefly explain their scope. [14M]

Code No: R18MBA33**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021****Customer Relationship Management****(MBA)**

Roll No										
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Time: 2 hours 30 min**Max. Marks: 70**

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

- 1** What is CRM? Explain the importance of CRM. **[14M]**

- 2** What is Relationship Marketing? Explain the scope of Relationship Marketing. **[14M]**

- 3** What is Bonding Zero? Explain the process of CRM framework. **[14M]**

- 4** Explain the concept of Customer Life Time value with few examples. **[14M]**

- 5** What are customer retention strategies, explain in detail. **[14M]**

- 6** Explain the CRM process for B2B Markets. **[14M]**

- 7** What are various types of technological applications in CRM. **[14M]**

- 8** What is e-CRM architecture? Explain five engines of e-CRM. **[14M]**

Code No: **R18MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Financial Derivatives

(MBA)

Roll No									
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Time: 2 hours 30 min**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1 a. Define the term financial derivatives. Explain different types of financial derivatives. [7M]
- b. Discuss about the different types of commodity derivatives market. [7M]
- 2 a. Write a brief note on linkage between derivatives and spot market. [7M]
- b. Discuss the various functions and advantages of derivatives markets. [7M]
- 3 a. How do forward contracts work? Discuss. [7M]
- b. Discuss the statement 'The basic function of futures contract is hedging'. [7M]
- 4 a. Explain the term future price and how it is related with the spot price with suitable examples. [7M]
- b. Explain the payoffs in the long position in futures. [7M]
- 5 Consider the following data: [14M]
- | | |
|-----------------------------|---------------|
| Stock Price | Rs 50 |
| Months of Expiration | 3 months |
| Risk-free rate of interest | 10% p.a |
| Standard deviation of stock | 40% |
| Exercise price | Rs 55 |
| Option Type | European call |
- Calculate value of call option as per Black-Scholes model.
- 6 a. Explain the Option positions in detail. [7M]
- b. What are the assumptions of binomial option pricing model? Discuss its important characteristics. [7M]
- 7 What is Spread? Explain the classification of spread option. [14M]
- 8 a. What is a currency swap and how it is different from an interest rate swap? [7M]
- b. Explain the evolution of swap markets in India. [7M]

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Code No: R18MBA45

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

M.B.A II Year I Semester Regular/Supplementary Examinations, February/March 2021

Leadership & Change Management

(MBA)

Roll No									
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Time: 2 hours 30 min

Max. Marks: 70

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

- 1** Explain the Key components of the Leadership? **[14M]**

- 2** Briefly discuss the strengths and limitations trait approach to leadership? **[14M]**

- 3** Explain about the effects of the situational variables on the leadership styles? **[14M]**

- 4** Explain the advantages and disadvantages of the Transformational leadership? **[14M]**

- 5** Briefly explain the triggers for organisational design and change? **[14M]**

- 6** Briefly explain the resistance to change with suitable examples. **[14M]**

- 7** What are the sources and effects of technological change in Change management? **[14M]**

- 8** How do you develop good communication skills in the workplace with help of feedback mechanism? **[14M]**
