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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Strategic Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Explain the role of Technology in Strategic Management. Give examples of some latest technologies that changed the business environment.	**[10M]**
	B	Write the segments of the External Environment.	**[4M]**

OR

2	A	How does the firms Resources and Capabilities help the firm in gaining a Competitive advantage in the Market?	**[7M]**
	B	Describe and draw the Value Chain Analysis.	**[7M]**

SECTION-II

3	A	Explain the corporate and business level strategies of a firm.	**[7M]**
	B	How well does an organization utilize its people as an asset to help it improve, stay competitive and strategically meet goals?	**[7M]**

OR

4	A	Explain the importance of Customer Relationship Management.	**[7M]**
	B	Describe the model of Competitive Rivalry and Dynamics.	**[7M]**

SECTION-III

5	A	When do the firms use Horizontal and Vertical Diversification?	**[7M]**
	B	What are the Value Creating Strategies used by Haldiram to face competition from Bingo, Lays, Kurkere etc in the snacks industry?	**[7M]**

OR

6	A	What are the factors responsible for Mergers & Acquisitions in the industry?	**[7M]**
	B	Give some examples of popular firms doing M & A in the business world.	**[7M]**

SECTION-IV

7	A	Illustrate the advantages of going Global and the problems of becoming International Organizations.	**[7M]**
	B	Describe the Strategic Alliances with examples.	**[7M]**

OR

8	A	Explain the Corporate level Cooperative Strategies.	**[7M]**
	B	Write some of the strategies to be followed by the Management of Private Engineering College to become one of the top institution in the state or country.	**[7M]**

SECTION-V

9	A	What are the qualities of a Good Entrepreneur for having great	**[7M]**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Research Methodology
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1		Explain briefly Research Process and draw its flow diagram.	**[14M]**
		OR	
2	A	Explain about Research Ethics.	**[7M]**
	B	Give a note on Observation Studies.	**[7M]**

SECTION-II

3	A	Write a note on Preparing the research design.	**[7M]**
	B	Distinguish Qualitative and Quantitative Research.	**[7M]**
		OR	
4		Explain important concepts relating to research design.	**[14M]**

SECTION-III

5	A	Difference between Primary & Secondary Data.	**[7M]**
	B	What is meant by Questionnaire method also explain merits & Demerits.	**[7M]**
		OR	
6	A	Explain random sampling techniques.	**[7M]**
	B	Explain construction of Tabulation of data.	**[7M]**

SECTION-IV

7		Explain Briefly Measurement scales & Sources of Error in Measurement scales.	**[14M]**
		OR	
8	A	Explain briefly scale classification.	**[7M]**
	B	Write the Guidelines for Deciding Scales.	**[7M]**

SECTION-V

9		Write short notes on the following:	
		(a) The techniques of writing report.	**[5M]**
		(b) Characteristics of a good research report.	**[5M]**
		(c) Bibliography and its importance in context of research report.	**[4M]**
		OR	
10		Discuss the precautions for writing research reports.	**[14M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Consumer Behaviour
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks

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SECTION-I

1	A	Explain the differences in consumer behaviour of urban and rural consumer behavior.	[7M]
	B	Discuss the research process of understanding consumer behavior.	[7M]

OR

2	A	How do psychographics, values, and lifestyles of consumer influence in segmentation of markets?	[7M]
	B	Explain different types of positioning strategies.	[7M]

SECTION-II

3	A	Explain the characteristics of middle class consumers.	[7M]
	B	Define personality. Discuss the Freudian theory of personality.	[7M]

OR

4	A	Define culture. Discuss the influence of subculture with examples on marketing of products.	[8M]
	B	Explain the concepts	
		i) Social group	[2M]
		ii) Innovators	[2M]
		iii) Gate keeper and Other-directed characters	[2M]

SECTION-III

5	A	Explain the absolute threshold and just noticeable difference?	[7M]
	B	Explain social and esteem needs? Discuss their role in motivating consumers to buy products, with examples?	[7M]

OR

6	A	What is attitude? Outline how attitudes are formed about brands.	[7M]
	B	Discuss the elements of learning.	[7M]

SECTION-IV

7	A	What are the different types of post-purchase behaviours of consumers? Explain.	[7M]
	B	How the socio-cultural factors influence the consumer in recognising the need?	[7M]

OR

8	A	Explain the process of consumer decision making process.	[7M]
	B	What is diffusion of innovation? What are the types of innovations.	[7M]

SECTION-V

9   Discuss the role of Government and companies for creating awareness on consumer issues of substandard products.   **[14M]**

<div align="center">OR</div>

10   A   "Air conditioner stopped working after several attempts from service personnel of a company during April and May". What should be the response of the company to the consumer?   **[7M]**

       B   "Following rules is enough but not the ethics, in doing business" Discuss.   **[7M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Security Analysis and Portfolio Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Explain the different components of Indian financial System.	**[7M]**
	B	Describe the securities trading process in India.	**[7M]**

OR

2	A	What are the various forms of investment alternatives? Give a detailed account of any five.	**[7M]**
	B	Discuss various Equity Valuation Models in detail.	**[7M]**

SECTION-II

3	A	Discuss the key economic variables that an investor must monitor as part of his fundamental analysis.	**[7M]**
	B	Explain the strong form of an efficient market hypothesis. How far is it validated?	**[7M]**

OR

4	A	Explain the merits and demerits of technical analysis as a tool of security analysis.	**[7M]**
	B	Describe the results of empirical tests of semi-strong form market efficiency.	**[7M]**

SECTION-III

5	A	Define Markowitz diversification. Explain the statistical method used by Markowitz to obtain the risk reducing benefit.	**[7M]**
	B	Consider two securities, P and Q with expected returns of 15 percent and 24 percent respectively and standard deviation of 35 percent and 52 percent respectively. Calculate the standard deviation of a portfolio weighted equality between the two securities if their correlation is -0.9.	**[7M]**

OR

6	A	Write Notes on:
		  a. Capital Market Line and
		  b. Security Market Line?
			[7M]

	B	The estimated rates of return, beta coefficients and standard deviations of some securities are as given below:	**[7M]**

Security	Estimated	Beta	S.D (%)

	return (%)		
A	35	1.60	50
B	28	1.40	40
C	21	1.10	30
D	18	0.90	25
E	15	0.75	20
F	12	0.60	18

The risk free rate of return is 8 per cent. The market return is expected to be 20 per cent. Determine which of the above securities are overpriced and which are underpriced?

SECTION-IV

7   A   What is Bond? What are the characteristics of Bond?   **[7M]**

    B   Anand owns Rs.,1000 value bond with five years to maturity. The bond has an annual coupon of Rs.75. The bond is currently priced at Rs.970. given an appropriate discount rate of 10 per cent, should Anand hold or sell the bond?   **[7M]**

OR

8   A   What is meant by duration? Explain the relationship between duration and price change.   **[7M]**

    B   Calculate the duration for the bond A with 7 per cent coupon having a maturity period four years. The face value is 1000. The bond currently yield 6 per cent.   **[7M]**

SECTION-V

9   A   Define Mutual Fund. Distinguish between the open-end and closed-end mutual funds.   **[7M]**

    B   The following three portfolios provide the particulars given below: **[7M]**

Portfolio	Avg. Annual Return	SD	Correlation co-efficient market and portfolio
A	18	27	0.8
B	14	18	0.6
C	15	8	0.9
Market	13	12	-

Risk free rate of interest is 9.
Rank these portfolios using Sharpe's and Treynor's methods.

OR

10   A   Distinguish between the Treynor and Sharpe indices of portfolio performance.   **[7M]**

    B   Explain the Jensen Index of portfolio performance.   **[7M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Performance Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Define the scope of performance management. What are the foundations for the evolution of performance management?	**[7M]**
	B	Explain the process of performance management in an organization.	**[7M]**

OR

2	A	Why is performance managing important in the performance management process?	**[7M]**
	B	What are the barriers to performance planning?	**[7M]**

SECTION-II

3	Explain the need for and significance of performance management system in an organization.	**[14M]**

OR

4	Discuss the different parameters for gathering performance related information.	**[14M]**

SECTION-III

5	Discuss a set of critical incidents covering the classroom performance of the teacher you like the most which reflect excellent performance of a teacher.	**[14M]**

OR

6	Explain in detail about Importance of Performance targets.	**[14M]**

SECTION-IV

7	What is the role of team coach and team leader in the development of high performance teams?	**[14M]**

OR

8	What is a team oriented organization. Explain how to build high performance teams in organizations?	**[14M]**

SECTION-V

9	A	How would you identifiy the core competency of the company?	**[7M]**
	B	What do you mean by core competencies explain its characteristics?	**[7M]**

OR

10	How do you think competency mapping will increase performance? Explain.	**[14M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Integrated Marketing Communications and Sales
(MBA)

Roll No									

Time: 3 hours　　　　　　　　　　　　　　　　　　　　　　　　　**Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Explain the elements of communication mix.	**[7M]**
	B	Discuss the role of integrated marketing communications in achieving sales of an organization.	**[7M]**

OR

2	A	Discuss the process of consumer behavior.	**[7M]**
	B	List out the factors influencing consumer behaviour.	**[7M]**

SECTION-II

3	A	Explain how mobile advertising is useful in promoting sales.	**[7M]**
	B	Explain the concept of word of mouth.	**[7M]**

OR

4	A	Write a short note on world wide web communications.	**[7M]**
	B	Explain the concept of out of home media as a part of marketing communication	**[7M]**

SECTION-III

5	A	Explain the impact of advertising on children behavior	**[7M]**
	B	Write a short note on advertising controversial products	**[7M]**

OR

6	A	Explain factors to be considered during advertising a product	**[7M]**
	B	Write a short note on social aspect of advertising	**[7M]**

SECTION-IV

7	A	Discuss types of sales forecasting methods.	**[7M]**
	B	What is Sales budget? Explain how it is useful for sales maximization	**[7M]**

OR

8	A	Discuss methods used for deciding sales budget	**[7M]**
	B	Write a short note on quota setting procedures.	**[7M]**

SECTION-V

9	A	Explain various methods of selecting salesforce in an organization	**[7M]**
	B	List out methods used to motivate the salesforce	**[7M]**

10	A	"Salesforce compensation is a motivation tool to enhance morale of employees" - comment	**[7M]**
	B	Write steps in sales force evaluation and control process .	**[7M]**

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Code No: **R18MBA35**

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Financial Institutions, Markets & Services
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1 Explain in detail Structure of Financial System in India. What is the role of financial system in economic development? **[14M]**

OR

2 What are the functions and objectives of financial services? Briefly explain the regulatory framework available for various financial services in India. **[14M]**

SECTION-II

3 What is the role of commercial banks in economic development in India? What is the structure of commercial banks in India? What are the various performance indicators used measure the efficiency of banks? **[14M]**

OR

4 What is NPA? Briefly discuss the prudential norms introduced by the banking sector in India. What are the measures taken by the Indian baking system to reduce the volume of NPAs? **[14M]**

SECTION-III

5 What is a mutual fund? Briefly discuss the role of AMFI and the growth of mutual funds in India. **[14M]**

OR

6 Critically examine the challenges faced by the insurance sector in India. What is the role of IRDA **[14M]**

SECTION-IV

7 What are 'call money rates? What factors are responsible for the volatile nature of such rates? State the measures initiated by the RBI for reducing the volatile rates of call money market. **[14M]**

OR

8 What are the powers of SEBI as regards the listing of securities? What are the steps involved in listing securities in stock markets? **[14M]**

SECTION-V

9 What is leasing? What are the features of leasing? Distinguish financial lease and operating lease. **[14M]**

OR

10 What is factoring? Distinguish recourse and non-recourse factoring? Explain the operational profile of the factoring business in India **[14M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Training & Development
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE
Question from each SECTION and each Question carries 14 marks.
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SECTION-I

1	A	Explain the benefits of training from the viewpoint of an enterprise and its employees.	**[7M]**
	B	What do you understand by Training. Discuss the characteristics and scope of Training?	**[7M]**

OR

2	A	Explain the aligning training design with learning process.	**[7M]**
	B	What are the different trends in training?	**[7M]**

SECTION-II

3	A	Describe how you would go about analysing the future training needs of your employees in the organisation.	**[7M]**
	B	Briefly outline some of the areas which need to be focused in a training policy.	**[7M]**

OR

4	A	Discuss the methods and techniques of training need assessment.	**[7M]**
	B	Explain the process of training need analysis and the steps involved in it.	**[7M]**

SECTION-III

5	A	What are the different types of training methods and explain in detail.	**[7M]**
	B	Explain the importance of computer-based training.	**[7M]**

OR

6	A	Discuss in detail the importance of management games? Give in detail summary to two management games?	**[7M]**
	B	Differentiate between on the job and off the job training techniques. Which is better and why?	**[7M]**

SECTION-IV

7	A	Explain the activities involved in implementing training programme.	**[7M]**
	B	Discuss the points to be considered while evaluating a training method.	**[7M]**

OR

8	A	What are the different types of training evaluation instrument? Explain any one of them.	**[7M]**
	B	Development of training is necessary for the organisation development. Discuss.	**[7M]**

SECTION-V

9	A	How competency mapping can be used for talent management?	**[7M]**
	B	What is diversity training? Explain why diversity training is required.	**[7M]**

OR

10	A	Explain the relevance of culture of the trainees in training programs besides explaining the ideal components of a cross cultural training program.	**[7M]**
	B	Write about the orientation training with suitable examples.	**[7M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Logistics & Supply Chain Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	What is Competitive Performance? Explain its relevance in logistic Management.	[7M]
	B	How can a business unit achieve competitive advantage?	[7M]

OR

2	A	Briefly Explain the Factors influencing Supply Chain Management.	[8M]
	B	Explain in detail about a) Integrated supply chains b) Competitive performance.	[3M] [3M]

SECTION-II

3	A	What is the need for measuring logistics costing? Illustrate with examples.	[7M]
	B	What are the levels involved in logistics costing?	[7M]

OR

4	A	Brief about measuring logistics and performance.	[7M]
	B	Explain internal and External Performance Measurement.	[7M]

SECTION-III

5	A	What is the significance of Channel Relationships?	[7M]
	B	How do you benchmark the logistics process and SCM operations?	[7M]

OR

6	A	Does mapping the supply chain processes is useful for your business?	[7M]
	B	Define benchmarking? How to set benchmarking priorities in Logistics?	[7M]

SECTION-IV

7	A	What is Bullwhip Effect? What are the consequences of Bullwhip Effect?	[7M]
	B	Explain Pricing and Revenue Optimization Process in Supply Chain Management.	[7M]

OR

8	A	Explain the transportation economies and pricing in logistic Management.	[7M]
	B	Brief about sourcing and transportation.	[7M]

SECTION-V

9	A	Explain the levels involved in global operating.	[7M]
	B	How can you manage global logistics?	[7M]

OR

10	A	Explain the logistics in global economy and also explain your views of global logistics.	[7M]
	B	Explain the issues and challenges connected to global supply chain management.	[7M]

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Strategic Investment and Financing Decisions
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1 A Classify the different ways of evaluating investment opportunities?   **[7M]**

   B Distinguish between systematic & unsystematic risk?   **[7M]**

OR

2 A A company is examining two mutually exclusive investments proposals. The   **[7M]**
management of the company uses certainty equivalents to evaluate new investments proposals. From the following information pertaining to these projects advise the company which project should be taken up by the company

Year	Proposal A		Proposal B	
	CFAT	CE	CFAT	CE
0	25000	1.0	25000	1.0
1	15000	0.8	9000	0.9
2	15000	0.7	18000	0.8
3	15000	0.6	12000	0.7
4	15000	0.5	16000	0.4

The firms cost of capital capital is 12% and risk free borrowing rate is 6%

   B How is Portfolio diversification undertaken?   **[7M]**

SECTION-II

3 A Explain evidence of IRR and discuss about difference between NPV and IRR?   **[7M]**

   B Discuss the impact of inflation on capital budgeting decisions?   **[7M]**

OR

4 A Explain the concept of multiple IRR and modified IRR   **[7M]**
   B State the concept of Lorie savage paradox? Give a suitable example?   **[7M]**

SECTION-III

5 A Explain the features of post payback period in practice?   **[7M]**

   B Elucidate hiller approach?   **[7M]**

OR

6 A For the following projects; calculate Pay Back Period and Post Payback Profitability   **[7M]**

index.

Particulars	Project - A	Project - B
Initial Outlay	Rs.50000	Rs.50000
Annual Cash Inflows	Rs.10000	Rs.15000
Estimated life	8 years	8 years
Salvage Value	-	Rs.8000

    B Distinguish between single period constraints and multi period capital constraints. **[7M]**

SECTION-IV

7   A List out difference of hire purchase and instalment decision and write features of Lease financing? **[7M]**

    B How Lease financing is used to minimize the risk in Risk management? **[7M]**

OR

8   A Explain the differences of borrowing vs procuring? **[7M]**

    B Discuss the essential elements & advantages for lessor and lessee in leasing? **[7M]**

SECTION-V

9   A Highlight the features of mergers and acquisitions? **[7M]**

    B Briefly give a note on all theories of mergers? **[7M]**

OR

10 A Explain the government guidelines for takeover and problems after merging and acquisition? **[7M]**

    B Describe the horizontal, vertical and conglomerate mergers with suitable examples in the Indian Context. **[7M]**

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R18

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Management of Industrial Relations
(MBA)

Roll No | | | | | | | | |

Time: 3 hours   **Max. Marks: 70**
Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE
Question from each SECTION and each Question carries 14 marks.
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SECTION-I

| 1 | A | What is 'Industrial Relations'? Explain the objectives of Industrial Relations. | **[7M]** |
| | B | What are the factors that lead to the growth of trade unions in Indian context? | **[7M]** |

OR

| 2 | A | Define Trade Union. Explain its features and functions. | **[7M]** |
| | B | How do you understand by industrial relations? Explain the concept of industrial relations in India? | **[7M]** |

SECTION-II

| 3 | Briefly explain the Grievance Procedure. | **[14M]** |

OR

| 4 | What is a dispute? Explain the reasons that cause Industrial Disputes. | **[14M]** |

SECTION-III

| 5 | A | Explain the process of collective bargaining. | **[7M]** |
| | B | Write short notes on:
a) Labour Welfare Work
b) Labour Welfare Officer | **[7M]** |

OR

| 6 | A | List out and explain the objectives of Workers' Participation in Management. | **[7M]** |
| | B | Explain the Industrial Dispute Act 1947. | **[7M]** |

SECTION-IV

| 7 | A | Describe briefly the Payment of Bonus Act, 1965. | **[7M]** |
| | B | Briefly discuss time rate and piece rate methods of wage payment. | **[7M]** |

OR

| 8 | Explain the nature and significance of wage and salary administration. | **[14M]** |

SECTION-V

| 9 | What do you understand by Industrial Relations? What are the determinants of good industrial relations? | **[14M]** |

OR

| 10 | A | Describe briefly Mines Act 1952. | **[7M]** |
| | B | Explain the rights of a worker at his workplace. | **[7M]** |

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Retailing Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	What is Retail? Elucidate the functions of a Retailer.	**[7M]**
	B	Examine the challenges a new consumer poses before the retailer.	**[7M]**

OR

2	A	Examine the merits and demerits of FDI in retail sector in India.	**[7M]**
	B	Explain the meaning of retailing and state the types of retailing.	**[7M]**

SECTION-II

3	A	Describe the factors which influence the retail shopper in decision-making process.	**[7M]**
	B	Discuss the importance of Merchandising & Assortment Plans in retail layouts.	**[7M]**

OR

4	A	Explain the various steps which are involved in a retail location selection.	**[7M]**
	B	Elaborate the psychographic profile of the Indian shoppers.	**[7M]**

SECTION-III

5	A	Explain the shopping behaviour and life styles of demographic pattern.	**[7M]**
	B	Describe the Psychographic profile of Indian shoppers .	**[7M]**

OR

6	A	Why is Media Selection an important issue in retail management?	**[7M]**
	B	Discuss the Lifestyle and Demographic Profile of Indian Shoppers	**[7M]**

SECTION-IV

7	A	Define retail pricing and write about the different approaches to setting pricing.	**[7M]**
	B	Define Supply Chain Management and write about the drivers of SCM.	**[7M]**

OR

8	A	Write about the concept of Space planning and its significance in inventory.	**[7M]**
	B	Define Supply Chain Management (SCM)? What is the framework for analyzing the issues in SCM?	**[7M]**

SECTION-V

9	A	Discuss about value based model of store format.	**[7M]**
	B	Write a short note on Store Layout.	**[7M]**

OR

10	A	What is Retail Location and mention its advantages.	**[7M]**
	B	Highlight the importance of Stores Design and Layout with an example.	**[7M]**

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Code No: R18MBA38
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Strategic Management Accounting
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Distinguish between Management Accounting, Financial Accounting and CostAccounting.	**[7M]**
	B	Explain how financial accounts are inadequate to measure the performanceof an industry.	**[7M]**

OR

2	A	What do you mean by management accounting? How it is useful for managers	**[7M]**
	B	Distinguish between direct and indirect expenses.	**[7M]**

SECTION-II

3	A	What do you mean by elements of cost?	**[4M]**
	B	Explain in detail and how these elementsare presented in the form of a cost sheet.	**[10M]**

OR

4 A The accounts of X LTD show for three months ending 30th June, 2010 **[7M]**

Materials	10, 00,000
Direct Labor & Machine Labor Wages	15, 00,000
Works overhead Expenditure	3, 00,000
Establishment & General Expenses	2, 24,000

Show the works cost, the Total cost of manufacturer, the percentage that the works overhead cost bears to the Manual and machine labor wages and the percentage that establishment and general Expenses to the works cost.

What price should the company quote on the basis of the above to the manufacture of an electric washing machine, which it is estimated, will require an expenditure of Rs.800 & Rs.600 in wages, so that it will yield a profit of 15% of the total cost

	B	What do you mean by cost? Explain various elements of cost.	**[7M]**

SECTION-III

5	A	Discuss the importance of Marginal Costing Applications in Decision Making.	**[7M]**
	B	Explain application of Marginal costing in terms of cost control and closing down aplant	**[7M]**

6 A Explain briefly about Cost-volume-profit analysis. **[7M]**
.
B How contribution is related to Profit. Explain **[7M]**

SECTION-IV

7 A Explain the need of Break Even Point and what are the advantages of BEP. **[7M]**

B Define Inter-firm Comparison. Explain the types of Inter-firm Comparison **[7M]**

OR

8 A What do you understand by the term break even analysis and how does this help inbusiness decisions? **[7M]**

B What are the basic requirements needed for conducting inter firm comparison?. **[7M]**

SECTION-V

9 What is Variance Analysis? Explain and illustrate the various types of material variances. What are the difficulties in setting up standards? **[14M]**

OR

10 A Explain the different stages of standard costing system **[7M]**

B XYZ Ltd. furnishes you the following information **[7M]**

Products	SQ In Units	SP (Per Unit)	AQ (In units)	AP(Per Unit)
A	1050	Rs.2	1100	Rs.2.25
B	1500	Rs.3.25	1400	Rs.3.5
C	2100	Rs.3.5	2000	Rs.3.75

Calculate:
a) Material cost variance
b) Material Price variance
c) Material Usage Variance
d) Material Mix variance

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Code No: R18MBA44
MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Compensation & Reward Management
(MBA)

Roll No									

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Write about the important elements in Totality of decisions	**[7M]**
	B	Explain the importance of compensation and reward management in HRM	**[7M]**
		OR	
2	A	Explain Job analysis concept with suitable illustration	**[7M]**
	B	Explain job evolution concept in detail	**[7M]**

SECTION-II

3	Describe various pay structures in detail	**[14M]**
	OR	
4	Evaluate The Evidence Pay for Performance Plans with suitable case study	**[14M]**

SECTION-III

5	A	Elaborate statutory benefits' concept in detail	**[7M]**
	B	List out employee welfare measures schemes in detail	**[7M]**
		OR	
6		Define performance appraisal method? Explain Modern performance appraisal methods	**[14M]**

SECTION-IV

7	Evaluate International pay system in detail	**[14M]**
	OR	
8	Analyze AITUC,BMS,INTUC Role in Designing Salary structures	**[14M]**

SECTION-V

9	Explain legal framework on compensation structure	**[14M]**
	OR	
10	Describe the differences between Public sector pay management and private sector pay management.	**[14M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Customer Relationship Management
(MBA)

Roll No | | | | | | | | | |

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Define and explain the Customer Relationship Management?	**[7M]**
	B	What are the Characteristics and Scope of the Relationship Marketing?	**[7M]**

OR

2	A	What is the Customer life time value and explain its significance?	**[7M]**
	B	What are the drawbacks and challenges associated with CRM?	**[7M]**

SECTION-II

3	A	Define and explain the process of Customer Relationship Management?	**[7M]**
	B	Explain the objectives behind the customer bonding?	**[7M]**

OR

4	A	Differentiate between Operational and analytical Customer relationship Management?	**[7M]**
	B	Differentiate between Customer Market share and Revenue Market Share?	**[7M]**

SECTION-III

5	A	What are the important steps involved with implementation of Customer Relationship Management?	**[7M]**
	B	What are the challenges for implementations of CRM?	**[7M]**

OR

6	A	What are the elements of Customer Development Process?	**[7M]**
	B	Evaluate the Customer retention strategies?	**[7M]**

SECTION-IV

7	A	What are the components of Technologies of CRM?	**[7M]**
	B	Explain the significance of Data mining in CRM?	**[7M]**

OR

8	A	Describe the effect of Customer knowledge and supply chain integration in CRM?	**[7M]**
	B	Differentiate between Communicational and collaborative CRM?	**[7M]**

SECTION-V

9	A	Differentiate between CRM and E-CRM?	**[7M]**
	B	Explain the importance of E-CRM in service marketing.	**[7M]**

OR

10	A	Explain the five engines of E-CRM.	**[7M]**
	B	Describe the E-CRM architecture and its components?	**[7M]**

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
M.B.A II Year I Semester Supplementary Examinations, August 2023
Leadership & Change Management
(MBA)

Roll No										

Time: 3 hours   **Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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SECTION-I

1	A	Write a brief note on Ohio State Leadership Studies.	**[7M]**
	B	Write a note on the leadership and the significance of leadership.	**[7M]**

OR

2	A	List-out the characteristics of an effective leader.	**[7M]**
	B	The trait approach to leadership is based on the premise that leaders are born. Do you agree with the statement? Comment on the statement.	**[7M]**

SECTION-II

3	A	What is Charismatic Leadership style? State its benefits.	**[7M]**
	B	Enumerate in detail the theories of leadership with example.	**[7M]**

OR

4	A	Define Servant leadership. Write about characteristics of Servant leader and strength and criticisms of Servant leadership	**[7M]**
	B	Define contingency theory. Explain the factors of contingency theory.	**[7M]**

SECTION-III

5	A	Define organisational culture and discuss its elements?	**[7M]**
	B	"Group properties shape the behaviour of an individual and the group" – Describe.	**[7M]**

OR

6	A	Explain various types of organizational structure?	**[7M]**
	B	What is resistance to change and explain the factors that contribute to resistance of change?	**[7M]**

SECTION-IV

7	A	What is management of change? Do you think that top management is responsible for it or the Managers? Explain.	**[7M]**
	B	What is the impact of technological changes on organisation.	**[7M]**

OR

8	A	What are the different types of management of change? Explain the steps involved in management of change.	**[7M]**
	B	Bring out the importance of having a convergent approach to strategic management, change management and technological management.	**[7M]**

SECTION-V

9	A	Explain the various roles of a leader in an organisation.	**[7M]**
	B	Explain the concept of individual and organisational barriers to change management?	**[7M]**

OR

10	A	Explain main components of a feedback mechanism?	**[7M]**
	B	Explain the barriers of effective communication and suggest measure to overcome them.	**[7M]**

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implications in Strategic Management Process.

| | B | Define Strategic Control. Write the need of Strategic Controls in the business organizations. | **[7M]** |

OR

| **10** | A | How does a great Leader have big impact on the Strategy Formulation and developing a good Organization Structure? Name some great business leaders. | **[10M]** |
| | B | Explain the strategies of Reliance Jio to tackle the competition from Airtel and other service providers. | **[4M]** |

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