

Code No: R18MBA21**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, December 2021****Strategic Management****(MBA)**

Roll No									
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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.

SECTION-I

1 Explain the various phases of strategy formulation with an illustration [14M]

OR

2 a. What does Porter's five forces model convey? Elucidate it with suitable illustrations. [10M]

b. "It is necessary to review the mission statement periodically". Justify the statement. [4M]

SECTION-II

3 a. Critically analyse the benefits of positioning for a firm. [4M]

b. How low-cost leadership and differentiation delivers above-average profits? [4M]

c. Explain in detail about competitive Rivalry model. [6M]

OR

4 a. "Diversification is a double edged sword". Comment. [7M]

b. "Business strategy and tactics go hand in hand". Discuss. [7M]

SECTION-III

5 Explain about different types of Diversification strategies and give reasons why firms adopt Diversification strategies. [14M]

OR

6 a. Explain (i) Spin-off and its types (ii) Sell-off [7M]

b. Discuss the advantages and limitations of growth strategies with examples. [7M]

SECTION-IV

7 Define the term risk. Write a brief note on the risks involved in International Environment. [14M]

OR

8 Explain strategic competitive outcomes in detail by quoting suitable illustrations. [14M]

SECTION-V

9 a. Define strategic leadership. Discuss the role of a strategic leadership. [7M]

b. Write short notes on
(i) Strategic surveillance [4M]

(ii) Implementation control [3M]

OR

10 Discuss in detail on the basic characteristics of effective evaluation and control system and its purpose in a business. [14M]

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

Roll No									
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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.

SECTION-I**1** Describe the process of Research. **[14M]**

OR

2 How do you formulate Research Problem. Explain. **[14M]****SECTION-II****3** What is Research Design? Discuss the validity of Research Design. **[14M]**

OR

4 Distinguish between Qualitative and Quantitative Research. **[14M]****SECTION-III****5** How do you interpret and analyse the data. Explain. **[14M]**

OR

6 What are various sources of Primary and Secondary Data? Discuss. **[14M]****SECTION-IV****7** Explain various Scaling Techniques. **[14M]**

OR

8 What are the guidelines for deciding Scales? Explain. **[14M]****SECTION-V****9** Discuss the importance of Excel and SPSS in Report Writing. **[14M]**

OR

10 What is synopsis? Distinguish between Synopsis and Main Report. **[14M]**

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

Roll No									
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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.

SECTION-I**1** Explain Consumer Behaviour in a world of economic instability. **[14M]**

OR

2 What is rural market? How do you understand rural consumer behavior. **[14M]****SECTION-II****3** What is Social class and Social group? Explain its importance in consumer behavior. **[14M]**

OR

4 What do you understand by cross cultural consumer behaviour. **[14M]****SECTION-III****5** What is consumer motivation and makes him motivate to prefer to buy a particular product in the market. **[14M]**

OR

6 What is Consumer attitude and explain structural models of attitude? **[14M]****SECTION-IV****7** Explain the Howard Sheth model of Consumer Decision Making. **[14M]**

OR

8 Explain the steps involved in Consumer decision making process? **[14M]****SECTION-V****9** What are the roles and responsibilities of marketers towards consumer issues? **[14M]**

OR

10 Why organizations need to follow marketing ethics towards consumers? **[14M]**

Code No: R18MBA34

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Security Analysis and Portfolio Management****(MBA)**

Roll No									
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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.

SECTION-I

- 1 What is meant by investment environment? Explain overview of Indian Financial System. [14M]

OR

- 2 Why equity Valuation? Explain different models of equity valuation. [14M]

SECTION-II

- 3 What are the assumptions of technical analysis? Explain the method of evaluation of technical analysis. [14M]

OR

- 4 Discuss the results of the studies that support the semi-strong form of Efficient Market Hypothesis (EMH). [14M]

SECTION-III

- 5 Explain the various methods of portfolio performance evaluation with an example. [14M]

OR

- 6 The Probability distribution of the rate of return on Excel stock is given below. From which you are required to calculate the Standard Deviation of the return [14M]

State of the Economy	Probability of Occurrence	Rate of Return (%)
Boom	0.40	25%
Normal	0.30	12%
Recession	0.30	6%

SECTION-IV

- 7 'Stocks are considered to be risky but bonds are not'. Is it fully correct? Elucidate. [14M]

OR

- 8 Mr. Kiran owns Rs.1000 face 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 Kiran hold or sell the bond? [14M]

SECTION-V

- 9 Explain the concept of 'Mutual Fund'. What factors should be considered before selecting a Mutual Fund? Discuss the present state of the Mutual Funds in India and outline the risks involved in investing in Mutual Funds. [14M]

OR

- 10 Explain in detail the Sharpe Model? How does it differ from Treynor model? [14M]

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

Roll No									
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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.

SECTION-I

- 1 Briefly explain the types and components of Performance Management System? [14M]

OR

- 2 Briefly explain the goals and Purposes of the Performance Management Strategic Planning [14M]

SECTION-II

- 3 Briefly analyze the overview of the gathering performance information? [14M]

OR

- 4 Briefly discuss about the steps and process involved with in implementing the performance management system? [14M]

SECTION-III

- 5 What are the key elements and skills required for effective performance Management? [14M]

OR

- 6 How KPI plays an important role in effective performance Management skills? [14M]

SECTION-IV

- 7 How does reward system linked with performance management? [14M]

OR

- 8 Briefly discuss the overview and legal issues related with Reward system? [14M]

SECTION-V

- 9 What are the advantages and disadvantages of a balanced scorecard? [14M]

OR

- 10 How does the Pygmalion effect and improves the work? [14M]

Code No: R18MBA29

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Integrated Marketing Communications & Sales****(MBA)**

Roll No									
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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.

SECTION-I

- 1 a) What is meant by promotion? Mention the significance of IMC elements in the effective marketing of a product. [7M]
b) How the study of consumer behavior helps a particular element of IMC? Discuss with suitable examples. [7M]

OR

- 2 a) What is a Communication Process? Explain steps in the communication process. [7M]
b) All the elements of IMC have not been fully utilizing by the Indian Industry in its communication process Comment. [7M]

SECTION-II

- 3 What is Television advertising? Examine any Television commercial viewed for any Home Appliances product of your choice and identify the STP strategies from that advertisement. [14M]

OR

- 4 Briefly write a note on the following
a) Word of Mouth Communication. [7M]
b) World Wide Web Communication [7M]

SECTION-III

- 5 a) What are the laws governing advertising in India? Discuss [7M]
b) What are the most common social criticisms of advertising in India? [7M]

OR

- 6 a) What are the ethical aspects that need to consider in designing and promoting an advertisement? Explain. [7M]
b) What is a controversial advertising product? Discuss how social aspects of advertising support avoiding advertising of such product with suitable example. [7M]

SECTION-IV

- 7 a) Briefly discuss the various quantitative sales forecasting methods? [7M]
b) How routing helps effective scheduling of a sales person's sales planning ? [7M]

OR

- 8** a) What is a sales budget? Discuss the types of sales budgets? [7M]
b) What is Market Cost Analysis? Discuss its benefits to a firm to improve sales? [7M]

SECTION-V

- 9** a) What are sales skills need to be examined in the selection process of a salesperson? Discuss. [7M]
b) On the job training or market-oriented training is the best than other training methods for a newly joined salesperson. Comment. [7M]

OR

- 10** a) What is compensation? Discuss the types of compensation of the salesforce [7M]
b) What is salesforce control? How to evaluate the performance of a salesperson? Discuss. [7M]

Code No: **R18MBA35****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Financial Institutions, Markets & Services****(MBA)**

Roll No									
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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.

SECTION-I

- 1 a) Define Financial Markets? [4M]
b) Discuss about the determination of equilibrium in financial markets? [10M]
OR
- 2 a) Discuss the objectives and functions of SEBI. [6M]
b) Discuss the policy measures introduced by SEBI during the post liberalization period. [8M]

SECTION-II

- 3 a) Define non-performing assets and discuss the measures to reduce their level. [9M]
b) Write a note on Interest rates. [5M]
OR
- 4 Discuss about the Banking Innovations. [14M]

SECTION-III

- 5 Discuss the structure and functioning of UTI. [14M]
OR
- 6 Write a note on:
a) Organisation of the GIC [4M]
b) Banc assurance [5M]
c) IRDA [5M]

SECTION-IV

- 7 What is treasury bill? Discuss about the different types of treasury bills. [14M]
OR
- 8 a) Define a stock exchange and state its functions. [8M]
b) Write a note on Certificate of Deposits. [6M]

SECTION-V

- 9 Explain the different types of factoring and discuss about their advantages [14M]
OR
- 10 a) What is Venture Capital? Discuss its importance. [5M]
b) Explain the working of various credit rating agencies in India. [9M]

Code No: R18MBA41

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Training & Development****(MBA)**

Roll No									
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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.

SECTION-I

- 1 Explain the meaning, concept and types of Training. [14M]

OR

- 2 Explain the role of Training in Organizational Development. [14M]

SECTION-II

- 3 Explain the purpose and objectives of the Training Need Analysis. [14M]

OR

- 4 Explain the various factors affecting successful transfer skills to participants in a Training Programme. [14M]

SECTION-III

- 5 Discuss the various types of the Training methods? [14M]

OR

- 6 Explain the techniques and advantages of the Lecture and Demonstration in Training. [14M]

SECTION-IV

- 7 Explain the role and significance of the major players in Training and Development? [14M]

OR

- 8 Discuss the types, steps and tools involved with Evaluation of the Training? [14M]

SECTION-V

- 9 Explain about the steps and checklist of the orientation training. [14M]

OR

- 10 Explain the creation and significance of the diversity training. [14M]

Code No: R18MBA30

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Logistics & Supply Chain Management****(MBA)**

Roll No									
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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.

SECTION-I

- 1 How can we gain competitive advantage through Logistics and Supply Chain Management? [14M]

OR

- 2 Briefly explain the customer Service and retention strategies in Logistics and Supply Chain Management? [14M]

SECTION-II

- 3 Briefly define and explain the Customer profitability analysis in Logistics and Supply chain? [14M]

OR

- 4 Define and explain the components of Cost Drivers and Activity based costing in Supply Chain? [14M]

SECTION-III

- 5 Define and explain the Bench Marking priorities for effective Logistics and Supply chain performance? [14M]

OR

- 6 What are the key performance indicators and Metrics in Logistics? [14M]

SECTION-IV

- 7 What are the steps and techniques involved in Logistics sourcing strategy? [14M]

OR

- 8 Describe the components of Internal Supply Chain management [14M]

SECTION-V

- 9 Briefly define and explain the role of Global Purchasing in Supply Chain Management? [14M]

OR

- 10 Briefly define and explain the issues and challenges involved in Global 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 Supplementary Examinations, December 2021

Strategic Investment and Financing Decisions

(MBA)

Roll No									
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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.

SECTION-I

- 1 Explain the various techniques of analyzing risk in investment of a project. [14M]

OR

- 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: [14M]

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.

SECTION-II

- 3 Under what circumstances may NPV and IRR give conflicting recommendations? Which criteria should be followed in such circumstances and why? [14M]

OR

- 4 X Ltd is evaluating a project that has the following cash flow stream associated with it: [14M]

Years	0	1	2	3	4	5	6
Cash flow (Rs. In Lakhs)	-120	-80	20	60	80	100	120

Calculate MIRR if cost of capital of X Ltd is 15%.

SECTION-III

- 5 a)The expected cashflows of a project are as follows [9M]

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

The cost of capital is 12%, calculate discounted payback period

- b) How do you calculate discounted payback period? Explain its disadvantages. [5M]

OR

- 6 What is capital rationing? Explain the types of capital rationing. [14M]

SECTION-IV

- 7 Leasing is beneficial to both, the lessee as well as the lessor. Examine. [14M]
OR
- 8 Explain the difference between Hire Purchase and Installment Purchase. [14M]
SECTION-V
- 9 What are the strategies for mergers and acquisitions? [14M]
OR
- 10 Explain the legal procedure should be fulfilled for a merger. [14M]

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

Roll No									
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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.

SECTION-I

1 Briefly explain the objectives and characteristics of Industrial Relations? [14M]

OR

2 Describe the role and functions of the Trade unions in India? [14M]

SECTION-II

3 Briefly explain the role of the state in Industrial Dispute settlement machinery? [14M]

OR

4 Briefly explain the Non Statutory Settlement Machinery Mechanism in India? [14M]

SECTION-III

5 Differentiate between Arbitration and Adjudication? [14M]

OR

6 Briefly explain the Workers Participation in Management? [14M]

SECTION-IV

7 Briefly explain the main features of Minimum Wages Act 1948? [14M]

OR

8 Briefly explain the Principles and objectives involved in Wage Policy? [14M]

SECTION-V

9 Briefly explain the main features of Mines Act 1952? [14M]

OR

10 Briefly explain the Health and Welfare measures under Indian 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 Supplementary Examinations, December 2021****Services Marketing****(MBA)**

Roll No									
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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.

SECTION-I**1** Describe the role of Services in the modern economy. **[14M]**

OR

2 Briefly explain the Gap Models of Service Quality. **[14M]****SECTION-II****3** Discuss the factors influencing customer expectations of service **[14M]**

OR

4 Explain the marketing strategies to develop customer relationship for services? **[14M]****SECTION-III****5** Explain the stages in service innovation and development **[14M]**

OR

6 What is Service Blueprint? Explain briefly **[14M]****SECTION-IV****7** Discuss various intermediaries and electronic channels for service delivery. **[14M]**

OR

8 Explain the role of customers for delivery of quality service? **[14M]****SECTION-V****9** Explain briefly Integrated Services Marketing Communication. **[14M]**

OR

10 Explain the pricing strategies to be adopted when a new service is introduced? **[14M]**

Code No: **R18MBA37****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**
(Autonomous Institution – UGC, Govt. of India)**M.B.A II Year I Semester Supplementary Examinations, December 2021****International Financial Management**

(MBA)

Roll No									
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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.

SECTION-I

- 1 a. What are the objectives of the Multi-National Companies? [4M]
 b. Explain the importance, nature and scope of International Financial Management. [5M]
 c. Discuss the distinguishing features of International finance. [5M]
- OR
- 2 a. Explain the recent changes and challenges in IFM. [7M]
 b. Explain the International Business methods in detail. [7M]

SECTION-II

- 3 a. Define Balance of payments statement and discuss about the different types of accounts of BOP. Can a country run a current account surplus (deficit) indefinitely? Justify your answer. [7M]
 b. What are the effects of disequilibrium in Balance of Payment? Why would it be useful to examine a country's balance of payments data? [7M]
- OR
- 4 a. Write about evolution and decline of the Gold standard exchange rate system. [7M]
 b. Write about The Bretton Woods System in detail. [7M]

SECTION-III

- 5 a. Explain the nature of Foreign exchange transactions and discuss various types of settlements. [7M]
 b. Explain the types of foreign exchange rate quotations in detail. [7M]
- OR
- 6 a. Explain the currency futures in detail. [7M]
 b. Write a brief note on options market. [7M]

SECTION-IV

- 7 Explain the International Fisher Effect with a graphic analysis. [14M]
- OR
- 8 a. Explain the Purchasing Power parity theory and give the reason as to why Purchasing Power Parity does not hold true. [7M]
 b. Differentiate between Absolute and Relative Purchasing Power Parity theory. [7M]

SECTION-V

- 9 a. Discuss various methods which MNCs adopt to increase international business. [7M]
b. Explain the techniques of Capital Budgeting. [7M]
- OR
- 10 a. An export company wants to raise capital from international markets. What are the basic considerations the firm should take into account while making this international financing decision? Explain. [7M]
b. Define cost of capital. Explain about determination of cost of preference share and equity share capitals. [7M]

Code No: **R18MBA43****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**International Human Resource Management****(MBA)**

Roll No									
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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.

SECTION-I

1 Discuss the challenges involved in Expatriation in MNCs. [14M]

OR

2 Discuss the components of CCT(Cross Cultural Training) [14M]

SECTION-II

3 Discuss the relevant HR practices for expatriates in UK context. [14M]

OR

4 Discuss the advantages and disadvantages of Ethnocentric approach. [14M]

SECTION-III

5 Elaborate on ethical issues in Global HR. [14M]

OR

6 Discuss the approaches of international compensation. [14M]

SECTION-IV

7 Discuss skill based approach in expatriate training. [14M]

OR

8 Discuss best global HR practices in MNCs. [14M]

SECTION-V

9 Explain the components quality of work life and productivity [14M]

OR

10 Discuss the role of women in the global corporate world . [14M]

R18

Code No: R18MBA32

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021

Retailing Management

(MBA)

Roll No									
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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.

SECTION-I

1 Briefly explain the History of the Retailing in India. [14M]

OR

2 Briefly explain the types and functions of Retail Organizations. [14M]

SECTION-II

3 Describe about the Merchandise components and planning. [14M]

OR

4 Differentiate between Retailing and E Tailing. [14M]

SECTION-III

5 Explain the process of the Shopping Behaviour with valid examples. [14M]

OR

6 Briefly discuss the Lifestyle and Demographic Profile of Shoppers. [14M]

SECTION-IV

7 Explain the Supply Chain Management process. [14M]

OR

8 Briefly discuss about the Electronic Data Interchange in Retailing. [14M]

SECTION-V

9 Briefly impact of the Attribute based Model of Store Format choice in Organised Retail sector. [14M]

OR

10 Briefly analyse the future trends of retailing in India. [14M]

Code No: **R18MBA38****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Strategic Management Accounting**

(MBA)

Roll No									
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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.

SECTION-I

- 1 What are the differences between Management Accounting, cost accounting and financial accounting [14M]

OR

- 2 What are the differences between Allocation and Apportionment of overheads [14M]

SECTION-II

- 3 Distinguish between production account and cost sheet [14M]

OR

- 4 Explain normal, abnormal loss and abnormal gain and state how they should be dealt with in process cost accounts [14M]

SECTION-III

- 5 Discuss the importance of Break Ven point, Margin of safety, contribution and Profit volume ratio in relation to marginal costing [14M]

OR

- 6 “Marginal costing is a very useful technique to management for cost control, profit planning and decision making”. Explain. [14M]

SECTION-IV

- 7 Indicate any five circumstances under which you will allow to fix a price which is less than the marginal cost. [14M]

OR

- 8 Product pricing is an important area for management decision making. State very briefly that broad objectives of the pricing policy. Mention specifically situations where prices are fixed below the variable cost [14M]

SECTION-V

- 9 What do you understand by the term budget? What are the characteristics of a good budget [14M]

OR

- 10 The standard material required for production is 10,500 kgs. A price of Rs. 2 per Kg has been fixed for the materials. The actual quantity of materials used for the product is 11,000 kgs. A sum of Rs 24,750 has been paid for the materials. Calculate i) Material cost variance ii) Material rate variance iii) Material usage variance [14M]

Code No: **R18MBA44****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Compensation & Reward Management****(MBA)**

Roll No									
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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.

SECTION-I

- 1 Write notes on the following: [6M]
 a) Factor comparison method [4M]
 b) Job ranking [4M]
 C)What is job grading explain with relevant example
- OR
- 2 What is job Analysis? Explain its need in Compensation planning [14M]

SECTION-II

- 3 Write short note on [3M]
 a) Skill based pay [3M]
 b) Competency based pay [3M]
 c) Performance related pay [5M]
 d) Financial and non-financial rewards
- OR
- 4 a)What are the key determinants of bonus plan? [6M]
 b) Imagine you are starting a start-up .Write a compensation plan for your employees [8M]

SECTION-III

- 5 In recent times the role of Unions are decreasing in labour welfare why? Discuss [14M]
- OR
- 6 If you were to audit an existing performance-appraisal system ,what criteria would you use to judge effectiveness [14M]

SECTION-IV

- 7 What are the different methods of wage payment systems? [14M]
- 8 Briefly discuss the contemporary challenges in international compensation management [14M]

SECTION-V

- 9 a) What is internal and external equity [4M]
 b) Seniority pay VS Longevity pay [6M]
 c) Compensation Survey [4M]
- OR
- 10 What are Fringe Benefits? Explain in brief about various fringe benefits given to PSU employees [14M]

Code No: **R18MBA33****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Customer Relationship Management**

(MBA)

Roll No									
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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.

SECTION-I

- 1 Define Customer Loyalty. Explain the concept of lifetime value.(14M)

OR

- 2 What are the benefits and difficulties which organization faces in its implementation? (14M)

SECTION-II

- 3 What is share of customers? What strategies can be adopted to increase share of customers? (14M)

OR

- 4 What is lifetime value of customers? Explain with customer pyramid.(14M)

SECTION-III

- 5 What is customer retention? Explain customer development process.(14M)

OR

- 6 Define customer satisfaction. Explain the importance of customer retention.(14M)

SECTION-IV

- 7 Explain the importance of CRM software solutions for B2B and B2C markets.(14M)

OR

- 8 What is customer acquisition? How to improve loyalty through usage of technology.(14M)

SECTION-V

- 9 What is e-CRM? Explain the importance of e-CRM in services marketing.(14M)

OR

- 10 Explain the challenges involved in formulating and implementing e-CRM strategies.(14M)

Code No: R18MBA39

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Financial Derivatives**

(MBA)

Roll No									
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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.

SECTION-I

- 1 a. Examine the reasons for the growth of financial derivatives in India. [7M]
 b. Explain the uses and misuses of financial derivatives. [7M]
- OR
- 2 a. What are the types of derivatives and explain them with examples. [10M]
 b. Explain the role of derivatives in India. [4M]

SECTION-II

- 3 a. Explain how future trades settled in the stock market. [7M]
 b. Write a note on role of clearing house with special emphasis upon 'delivery mechanism' in futures market. [7M]
- OR
- 4 a. Distinguish between forwards, futures and options. [10M]
 b. Explain the interest rate futures and currency rate futures. [4M]

SECTION-III

- 5 a. What do you understand by options and option market? Discuss with suitable examples. Also explain its significance in financial markets. [7M]
 b. Distinguish between Options and Futures. [7M]
- OR
- 6 Current market price of: [14M]

	A	B
Option	16.12	10.62
Stock	Rs 80	Rs 80
Exercise Price	Rs 70	Rs 80
Time to expiration	3 months	3 months
Risk-free return	12% p.a	12% p.a
Expected dividend	0	0
Standard deviation of stock returns	60%	60%

Calculate the option value of Company A and Company B.

SECTION-IV

- 7 a. Explain Trading Strategies with neat diagrams. [7M]
 b. Write a brief note on Butterfly spread and Calendar Spread. [7M]

OR

8 What is a currency option market? What are its features? Explain types with examples. **[14M]**

SECTION-V

9 a. How do you evaluate the price quote for a swap? What are the major types of swaps. **[7M]**

b. What are the advantages and disadvantages of swap markets? **[7M]**

OR

10 The ABC company, a British manufacturer, wished to borrow US dollar at fixed rate of interest. Marvels company, a US MC, wished to borrow sterling at fixed rate of interest. The rates are as follows: **[14M]**

	Sterling	US Dollars
ABC Company	11%	7.50%
Marvels Company	10.6 %	6.2 %

Design a swap that will have a bank, acting as intermediary, 10 basis points per annum and which will produce a gain of 15 basis point per annum for each of the two companies.

Code No: R18MBA45

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, December 2021**Leadership & Change Management**

(MBA)

Roll No									
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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.

SECTION-I

- 1 Briefly discuss about the essential elements of the Leadership? [14M]

OR

- 2 What are the four different management styles identified in Blake and Mouton's leadership grid? [14M]

SECTION-II

- 3 Explain about the contingency leadership theories? Explain how it is different to others? [14M]

OR

- 4 What are the main principles and characteristics of servant leadership? [14M]

SECTION-III

- 5 a) Discuss the various levels of change. [7M]
b) What are the causes of resistance to change? [7M]

OR

- 6 How culture play a vital role in Change management? [14M]

SECTION-IV

- 7 What are the steps involved in Management of change process? [14M]

OR

- 8 Briefly explain the Principles and practices of Change Management? [14M]

SECTION-V

- 9** a) Briefly explain the role of the communication in change management? **[7M]**
 b) What is the importance of feedback mechanism in change process? **[7M]**

OR

- 10** Briefly explain the strategies and practices related with Communication in **[14M]**
 change management?
