

Code No: **R18MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Strategic Management****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Describe the strategic management, its characteristics and examine the important steps involved in strategic management process. [7M]
- B What is the importance of organizational vision in strategic management and discuss impact of technology changes on strategic management? [7M]

OR

- 2 A Examine the components of environmental analysis of a company's external environment and describe the porter's five force model of industry analysis with suitable illustration [7M]
- B Discuss the resources and capabilities lead to competitive advantage and brief the value chain concept? [7M]

**SECTION-II**

- 3 A "Business-level strategies are important to understand the broader context in which they operate" justify the statement and illustrate the steps to formulate a strategy at business level. [7M]
- B What strategies can be used for managing customer relationships and discuss the important purpose of business strategy in current competitive era. [7M]

OR

- 4 A Describe factors affecting the likelihood a competitor will respond to actions taken against it and list the difference between competitive dynamics and rivalry. [7M]
- B Explain the drivers of competitive actions and responses and describe the method of competitor analysis? [7M]

**SECTION-III**

- 5 A Discuss the reasons for diversification and illustrate the three types of diversification strategies? [7M]
- B Describe how firms can create value by using a related diversification strategy with suitable example. [7M]

OR

- 6 A Examine the needs for restructuring mergers and acquisitions and describe the major restructuring strategies do firms use. [7M]
- B Define the restructuring strategy and distinguish among its common forms and brief on some major challenges in the acquisition success. [7M]

**Code No: R18MBA22****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Research Methodology****(MBA)**

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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.

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**SECTION-I**

- 1 A What is research? Explain its significance in modern times. [7M]  
B Explain the Research process with a suitable diagram. [7M]  
OR  
2 A Write a Short notes on Objectives of research and Criteria of a good research. [7M]  
B Define research problem and explain Ethics in Business research. [7M]

**SECTION-II**

- 3 A Define research design. Explain the need and features of a good design. [7M]  
B Write the differences between qualitative research and quantitative research. [7M]  
OR  
4 Explain about validity of research design and various types of research designs. [14M]

**SECTION-III**

- 5 A What is primary and secondary data? What are the important sources of secondary data? [7M]  
B Explain briefly about Interpretation and Analysis of Data. [7M]  
OR  
6 A What is a Questionnaire? Explain the process of construction of a questionnaire. [7M]  
B Explain the basic concept of sampling. How do you determine the sample size of a research study. [7M]

**SECTION-IV**

- 7 A Explain in detail about qualitative research and quantitative measures [7M]  
B What are types of measures? Describe in detail. [7M]  
OR  
8 A Explain different types of measurement Scales. [7M]  
B Discuss techniques of comparative and non-comparative scaling techniques. [7M]

**SECTION-V**

- 9 A Write a Short notes on  
(i) Objectives of a Report. [2M]  
(ii) Format and Classification of the Report. [2M]  
(iii) Presentation of the Report. [2M]  
B Explain about Report Writing, Types of Reports and Report Formats. [8M]

OR



Code No: R20MBA28

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****Consumer Behaviour**

(MBA)

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Define the concept of Buying Behaviour. What is its scope ? [7M]  
B Why is it desirable to study consumer behaviour concept in marketing? [7M]

OR

- 2 A Discuss about Consumer Behaviour in a World of Economic Instability. [7M]  
B Discuss in detail about rural consumer behavior. [7M]

**SECTION-II**

- 3 State and explain the influence of culture of family in consumer behaviour [14M]  
with suitable examples.

OR

- 4 A Explain the concept of social class and reference groups. [7M]  
B Discuss the importance of social class in determining consumer behaviour. [7M]

**SECTION-III**

- 5 A What do you understand by consumer learning? [4M]  
B Discuss the need of learning and the factors affecting the consumer learning. [10M]

OR

- 6 A Explain consumer motivation and describe its role in marketing strategy. [7M]  
B Explain the importance of consumer perception in understanding the [7M]  
behaviour of customers.

**SECTION-IV**

- 7 A Explain the concept of diffusion of innovation. [5M]  
B Write and discuss the different stages in diffusion process. [9M]

OR

- 8 A Write about search and evaluation process in decision making. [7M]  
B Explain the post purchase behavior. [7M]

**SECTION-V**

- 9 Discuss in detail about the consumers rights and responsibilities in India. [14M]

OR

- 10 Explain in detail about Marketing Ethics towards Consumers with appropriate [14M]  
examples.

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Code No: **R18MBA34****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****Security Analysis and Portfolio Management**

(MBA)

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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.

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**SECTION-I**

- 1 A What do you mean by Investment Management? Explain its characteristics. [7M]  
 B Explain Securities Trading Process with examples. [7M]

OR

- 2 A What are the methods of Equity Valuation? Explain in detail by taking examples. [7M]  
 B An investor expects to get Rs.3.50 as dividend from a share next year and hopes to sell off the share at Rs.45 after holding it for one year and if his required rate of return is 25%. Calculate present value of share. [7M]

**SECTION-II**

- 3 A What is fundamental Analysis and explain the Industry Analysis. [7M]  
 B Explain the techniques of Technical Analysis. [7M]

OR

- 4 A Explain the Fundamental Data Sources in brief. [7M]  
 B Discuss different kinds of Technical Data Sources. [7M]

**SECTION-III**

- 5 A Explain the concept of return and what are the components of return explain them in detail. [7M]  
 B Explain the types of unsystematic risk. [7M]

OR

- 6 A Explain the modern portfolio theory in brief. [7M]  
 B An investor has analysed a share for one year holding period. The share is currently selling for Rs.43 but pays no dividend and there is a fifty-fifty chance that the share will sell for either Rs.55 or Rs.60 by the year end. What is the expected return and risk if 250 shares are acquired with 80 per cent borrowed funds? Assume the cost of borrowed funds to be 12 per cent (Ignore commissions and taxes). [7M]

**SECTION-IV**

- 7 A Define Bond and explain different types of bonds. [7M]  
 B Explain the procedure to evaluate the Bond Duration. [7M]

OR

- 8 A Shyam is considering the purchase of a bond currently selling at Rs.875. The bond has four years to maturity, with a face value of Rs.1000 and 9 per cent coupon rate. The next annual interest payment is due after one year. The required rate of return is 10 per cent. [7M]

Calculate the intrinsic value (present value) of the bond. Should Shyam buy the bond?

- B Explain the significance of Bond Yield, yield to maturity (YTM) and its process in detail [7M]

**SECTION-V**

- 9 A Explain the Structure and types of Mutual Funds in India. [7M]

- B What do you mean by Mutual Funds? Explain the recent trends in mutual funds schemes. [7M]

OR

- 10 A Compare and contrast Sharpe and Treynor performance models. [7M]

- B The following data is provided calculate the return on the portfolios by Sharpe's Model and by Trener's Model. State Which Portfolio should be selected A and B. [7M]

| Portfolio | Return | SD | Riskless Rate of Return | Beta |
|-----------|--------|----|-------------------------|------|
| A         | 20%    | 4% | 10%                     | 0.5  |
| B         | 24%    | 8% | 10%                     | 1.0  |

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**Code No: R18MBA40****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Performance Management****(MBA)**

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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.

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**SECTION-I**

- 1 A Discuss the importance of performance management in organizational success [7M]  
B What is the significance of reward systems in performance management? [7M]

OR

- 2 A How does performance management align with organizational goals? [7M]  
B Outline the steps involved in the performance management process. [7M]

**SECTION-II**

- 3 A Define performance in the context of performance management and explain why it is important to have clear performance goals. [7M]  
B What are the key considerations in implementing a performance management system? [7M]

OR

- 4 A Discuss the significance of measuring both results and behaviors in performance management. Provide examples to illustrate your points. [7M]  
B Identify and describe how critical success factors indicators are for the organization performance. [7M]

**SECTION-III**

- 5 A How does performance management contribute to employee development? [7M]  
B Write a detailed note on developmental activities? [7M]

OR

- 6 A Evaluate the role of feedback in performance management and its impact on employee performance and morale. [7M]  
B What are the key skills required for effective performance management? [7M]

**SECTION-IV**

- 7 A What are the key components of a successful reward system? [7M]  
B How do reward systems impact employee motivation and organizational performance? [7M]

OR

- 8 A What are the potential drawbacks of reward systems in performance management? [7M]  
B Explore the ethical considerations in reward systems and performance management practices. [7M]

**SECTION-V**

- 9**     A     What is benchmarking and its role in performance management?     **[7M]**  
       B     Explain competency mapping and its relevance in talent management.     **[7M]**

OR

- 10**    A     Discuss the Balanced Scorecard approach to performance measurement.     **[7M]**  
       B     Analyse the Pygmalion Effect and its implications for performance  
           management and employee expectations.     **[7M]**

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Code No: **R18MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****Integrated Marketing Communications and Sales****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Define Integrated Marketing Communications& discuss steps involved in developing Integrated Marketing Strategy. [7M]  
 B Discuss the reasons for the growing importance of Integrated Marketing Communications [7M]

OR

- 2 A A number of factors may lead to problem recognition among consumers. Discuss the various causes of problem recognition and illustrate [7M]  
 B Explain in Brief the features and evolution of Integrated Marketing Communications [7M]

**SECTION-II**

- 3 A Compare and Contrast the terms Creative strategy and Creative Execution [7M]  
 B Discuss the steps to developing a big idea for the campaigning [7M]

OR

- 4 A Give short note on word of mouth and Village farmers [7M]  
 B Explain the role of World Wide Web in integrated marketing communication [7M]

**SECTION-III**

- 5 A what is the significance of the new guidelines on regulations of advertisements [7M]  
 B Discuss the social criticism of Advertising [7M]

OR

- 6 A Address the ethical issues in Advertising [7M]  
 B Discuss the positive and negative aspects of advertising on the social ground. [7M]

**SECTION-IV**

- 7 A Discuss the factors influencing sales forecasting [7M]  
 B What is sales forecasting and give notes on sales forecasting methods [7M]

OR

- 8 A Explain why the sales budget is the starting point for a company's budgeting process. [7M]  
 B Define Quota and discuss the types of Quotas and the Quota setting Procedure [7M]

**SECTION-V**

- 9 A What is Sales force Management? Why is so important [7M]  
 B Give notes on Recruitment and Selection of Sales force [7M]

OR

- 10 A Discuss what count most in motivating sales force? [7M]

B Give notes on Sales force control and Evaluation  
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[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, March 2024****Financial Institutions, Markets & Services**

(MBA)

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Explain the functions & significance of Capital Markets [7M]  
B What are the different challenges faced by financial service sector in India in the current scenario [7M]

OR

- 2 What are SEBI guidelines relating to Issue Management [14M]

**SECTION-II**

- 3 Explain the role of banking sector in the national economy [14M]

OR

- 4 Explain the recent banking Innovative Instruments [14M]

**SECTION-III**

- 5 A Describe briefly the structure of a Mutual Fund [7M]  
B What are the advantages/services provided by Mutual Fund to the Investors [7M]

OR

- 6 Explain the meaning of Life Insurance. What are the advantages of Life Insurance [14M]

**SECTION-IV**

- 7 A Define Money Market. What are its broad objectives/ functions [7M]  
B How does Money Market differ from Capital Market [7M]

OR

- 8 What is a Commercial Paper? Describe briefly the framework of the Commercial Paper market in India [14M]

**SECTION-V**

- 9 What is Credit Rating? State the common factors that are taken into account while awarding the Credit Rating [14M]

OR

- 10 Elaborate on the Fund based and Non-Fund based services [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 Supplementary Examinations, March 2024****Logistics & Supply Chain Management****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Examine how to gain competitive advantage through logistics. [7M]  
B Analyze the focus areas in supply chain management. [7M]

OR

- 2 A Explain integrated supply chain in detail. [7M]  
B Examine how logistics information system helpful in achieving Supply chain goals. [7M]

**SECTION-II**

- 3 A Examine the need of performance measurement in logistics. [7M]  
B Explain in detail the levels of performance measurement in logistics. [7M]

OR

- 4 A Examine the internal performance measurement in detail. [7M]  
B Explain the logistics audit in detail. [7M]

**SECTION-III**

- 5 A Discuss the various types of issues that need to be addressed in supplier and distributor benchmarking. [7M]  
B Explain the process of mapping in the supply chain management. [7M]

OR

- 6 A Explain the key important performance indicators in logistics. [7M]  
B Examine different types of benchmarking in supply chain. [7M]

**SECTION-IV**

- 7 A Explain Supply chain documentation and its functions. [7M]  
B Examine the various causes of Bullwhip effect in SCM. [7M]

OR

- 8 A Explain how transportation influence decisions in SCM. [7M]  
B Discuss consumer and industrial packaging. [7M]

**SECTION-V**

- 9 A Examine Global purchasing in detail. [7M]  
B Explain challenges in Global Supply Chain management. [7M]

OR

- 10 A Discuss the importance of Global logistics in SCM. [7M]  
B Explain how Global supply chain help to make supply chain more effective in achieving its goal. [7M]

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Code No: R18MBA36

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****Strategic Investment and Financing Decisions**

(MBA)

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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**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 the Risk analysis types in investment decisions. [14M]

OR

2 Explain the Monte Carlo approach to simulation with an example. [14M]

**SECTION-II**

3 How are modified IRR and multiple IRR solution methods used in dealing with pure simple and mixed investments? [14M]

OR

4 What are the reasons for Project Abandonment? Explain [14M]

**SECTION-III**

5 What is meant by equivalent annual cost? How is this used as an appraisal technique? [14M]

OR

6 A Delta Company is planning to purchase a machine known as machine X. Machine X would cost \$25,000 and would have a useful life of 10 years with zero salvage value. The expected annual cash inflow of the machine is \$10,000. Compute payback period of machine X and conclude whether or not the machine would be purchased if the maximum desired payback period of Delta company is 3 years. [7M]

B Explain the Hertz Simulation of NPV mean variance analysis. [7M]

**SECTION-IV**

7 How are lease financial decisions evaluated when compared to hire purchases? [14M]

OR

8 Distinguish between Borrowing and Procuring with an example. [14M]

**SECTION-V**

9 What is Merger and Acquisition? Explain the types of Mergers. [14M]

OR

10 Describe the potential problems on Mergers and Acquisition. [14M]

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**Code No: R18MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Management of Industrial Relations****(MBA)**

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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.

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**SECTION-I**

- 1 A Differentiate between Trade Unions and Employees' Associations. [7M]  
 B Describe the historical background of Trade Unions in India, highlighting the major milestones in their development. [7M]

OR

- 2 A Assess the significance of Trade Unions in protecting workers' rights [7M]  
 B Discuss the various internal and external factors that hinder the growth and effectiveness of Trade Unions. [7M]

**SECTION-II**

- 3 A Discuss the Role of State Dispute Settlement Machinery and its instruments [7M]  
 B Explain the salient features of Right to Strike. [7M]

OR

- 4 A Explain the role of Tripartite and Bipartite Bodies in dispute management [7M]  
 B Explain the concept of Code of Discipline [7M]

**SECTION-III**

- 5 A Explore the intricacies of Conciliation, Arbitration, and Adjudication as alternative dispute resolution mechanisms. [7M]  
 B Discuss the concept of Labour Welfare. [7M]

OR

- 6 A Discuss the functions of a Labour Welfare Officer [7M]  
 B Illustrate any four causes of Grievances. [7M]

**SECTION-IV**

- 7 A Discuss the significance and concept of Wage. [7M]  
 B List out the provisions of payment of Wages Act, 1936. [7M]

OR

- 8 A multinational company specialised in food processing has been operating in India for about 3 decades. The company has recently decided to expand its production .It was decided to shift the factory to a new location about 20 kms. away from its present site. As the workers transferred to the new site were living in town, the union demanded an increase of Rs.60/-month in a salary, but the company offered to give 25/-only to cover the transport cost. [14M]

When the plant was being shifted to the new site, negotiations

went on uninterrupted between the management and the union on this issue. However both the parties could not come to a settlement even after 6 months.

The management was firm on their decision even though the union indicated some flexibility. The union refused to compromise fully on the issue. They adopted go-slow tactics to pressurize the management. The production went down drastically ,but still the management was firm on their stand .In the mean while the management charge-sheeted some of the trade union leaders and suspended them pending enquiry.

1)Examine the case given above identify the problem and causes.

2)As a general manager – HR of the company how would you resolve the problem?

**SECTION-V**

- |    |   |   |       |
|----|---|---|-------|
| 9  | A | Discuss the sailent feature of The Factories Act 1948   | [7M]  |
|    | B | Explain the implications of Mines Act 1952  | [7M]  |
| OR |   |   |       |
| 10 |   | In a service-based organization, the management wanted to enhance the social security measures and welfare programs for its employees. However, due to budget constraints, they were finding it challenging to implement comprehensive initiatives. | [14M] |

Question: As a senior HR executive, propose a cost-effective social security and welfare program that caters to the diverse needs of the organization's employees. How can the organization strike a balance between budget constraints and employee welfare?

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

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****International Financial Management****(MBA)**

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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.

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**SECTION-I**

- 1 A Why is it important to study international financial management? [5M]  
 B Discuss the distinguishing features of international Business Method. [9M]

**OR**

- 2 How is a country's well being enhanced through free international trade in goods and services? Discuss. [14M]

**SECTION-II**

- 3 Explain in detail the accounts under the balance of payments. [14M]

**OR**

- 4 Briefly explain about the evolution of international monetary system. [14M]

**SECTION-III**

- 5 A Briefly discuss the three most popular derivative instruments. [6M]  
 B "Derivatives are used for purposes of risk management". Explain [8M]

**OR**

- 6 A What are foreign exchange markets? Explain briefly the functions of foreign exchange markets. [8M]  
 B Explain briefly about the Euro credit market. [6M]

**SECTION-IV**

- 7 A Describe the process of arbitrage with few examples. [7M]  
 B Spot rate = Rs 82.90 = \$1 [7M]  
 6 months FR = Rs 84.20 = \$1

Annualised interest rate on 6-month rupee = 14%

Annualised interest rate on 6-month dollar = 10%

Given the above data, is there any arbitrage possibility? Justify

**OR**

- 8 How should an MNC reduce its foreign exchange risks? [14M]

**SECTION-V**

- 9 A Briefly explain how an MNC can calculate its cost of equity capital. [5M]  
 B What is international portfolio? Discuss the factors determining return on investments in different countries. [9M]

**OR**

- 10 Discuss in detail the various trade finance methods used by an MNC. [14M]

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**Code No: R18MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Retailing Management****(MBA)**

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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.

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**SECTION-I**

- 1 A Discuss the major theories of retailing and their implications for retail management practices. [7M]  
B Trace the historical evolution of retailing and its significance in modern economies. [7M]

OR

- 2 A Explain the structure of the Indian retail industry and recent trends [7M]  
B Discuss the key characteristics and challenges of service retailing, highlighting its significance in the modern retail landscape. [7M]

**SECTION-II**

- 3 A How do exterior and interior signage impact retail environments and customer navigation? [7M]  
B Discuss the importance of store layout and design in retailing, outlining its impact on customer experience and sales performance. [7M]

OR

- 4 A What is the significance of merchandise display fixtures in retail environments and elaborate their impact on product presentation and customer experience? [7M]  
B Analyze the significance of various elements of store design. [7M]

**SECTION-III**

- 5 A Analyze the shopping process and its various stages, highlighting the role of retailers in influencing consumer decision-making. [7M]  
B Describe shopping patterns commonly observed in India. [7M]

OR

- 6 A Explain, how do cultural factors influence shoppers' behavior and preferences. [7M]  
B Explain how the lifestyle and demographic characteristics of shoppers influence their shopping behavior. [7M]

**SECTION-IV**

- 7 A Discuss the different types of network structures commonly observed in supply chain management and their respective advantages and disadvantages [7M]  
B Compare and contrast different pricing strategies used by businesses, highlighting their objectives and applications in various market scenarios. [7M]

OR

- 8 A Discuss price adjustment strategies and their adaptation to market changes and consumer demand. [7M]  
B Explain the role of retail logistics management in enhancing order fulfilment and delivery processes for retailers. [7M]

**SECTION-V**

- 9**     **A**    Explain the attribute-based model of store format choice and its key components. [7M]
- B**    Explain the key retail functions involved in delivering value to customers, emphasizing their role in enhancing customer satisfaction and loyalty. [7M]
- OR
- 10**    **A**    Evaluate potential future changes in retail competition. [7M]
- B**    Analyze the types of competition in retail, comparing their advantages and challenges for businesses. [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, March 2024****Strategic Management Accounting****(MBA)**

|                |  |  |  |  |  |  |  |  |  |
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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A What is Management Accounting? Explain the objectives of Management Accounting? [7M]  
 B Differentiate Management Accounting and Cost Accounting? [7M]
- OR
- 2 A Explain the role of Accounting information in planning and control? [7M]  
 B Calculate Machine Hour Rate from the following: [7M]
- i. Cost of Machine Rs.19200
  - ii. Estimated Scarp value Rs.1200
  - iii. Avg. repairs and maintenance charges per month Rs.150
  - iv. Standing charges allocated to machine per month Rs.50
  - v. Effective working life of machine 10000 hours
  - vi. Running time per month 166 hours
  - vii. Power used by machine: 5 units per hour @ 19 paise per unit

**SECTION-II**

- 3 A What is cost accounting and explain elements of cost in detail along with examples? [7M]  
 B Costing department of one Archit chemical company provided the following information and ask you to prepare a cost sheet. [7M]
- i. Direct Material Rs.200000
  - ii. Direct Labour Rs.50000
  - iii. Direct Overheads Rs.20000
  - iv. Factory Overheads Rs.30000
  - v. Office and Administration Overheads Rs.45000
  - vi. Selling and Distribution overheads Rs.15000
  - vii. Sales Rs.500000

OR

- 4 A Explain normal loss, abnormal loss and state how they should be dealt with in Process Cost Accounts? [7M]  
 B A product Passes through three processes. During December 2022 1000 finished units were produced with the following expenditure: [7M]

|                  | Process A | Process B | Process C |
|------------------|-----------|-----------|-----------|
| Direct Materials | 1000      | 2000      | 1000      |
| Direct Labour    | 5000      | 4000      | 3000      |
| Direct Expenses  | 500       | 600       | 1000      |

Overhead expenses amounted in all to Rs.6000. They are to be apportioned on the basis of direct wages. ; Main raw materials issued to process A (besides above) were worth Rs.6000. Ignoring the question of stock prepare the Process Accounts concerned.

**SECTION-III**

- 5 A What is meant by Marginal Costing? Explain the features of Marginal Costing? [7M]  
 B “Marginal costing is very useful technique to management for cost control, profit planning and decision making”. Explain. [7M]  
 OR
- 6 A Enumerate circumstances under which reduction of selling prices below total cost could be justified. [7M]  
 B Changing in fixed costs are much more significant to a company than changes in variable costs”. Discuss. [7M]

**SECTION-IV**

- 7 A Marginal Costing is helpful to the Profit Planning? Explain? [7M]  
 B How is Marginal Costing helpful in Decision Making? [7M]  
 OR
- 8 A What is Break Even Analysis and explain its advantages and limitations of it. [7M]  
 B The following information gathered from Elight Company Ltd., calculate Break Even Level in terms of physical units and volume. [7M]  
 Selling price Rs.2, Variable Cost Rs.1 and Fixed cost Rs.500.

**SECTION-V**

- 9 A What do you understand by Budget? What are the characteristics of Budget? [7M]  
 B Write a brief note on Cash Budget? [7M]  
 OR
- 10 A What do you meant by Standard Costing and explain about Labour Variance? [7M]  
 B The expenses for the production of 5000 units in a factory are given is follows: [7M]

| Particulars                           | Per Unit |
|---------------------------------------|----------|
| Materials                             | 50       |
| Labour                                | 20       |
| Variable Overheads                    | 15       |
| Fixed Overheads (Rs.50000)            | 10       |
| Administrative Expenses (5% Variable) | 10       |
| Selling Expenses (20% Fixed)          | 6        |
| Distribution Expenses (10% Fixed)     | 5        |
| Total Cost of Sales Per Unit          | Rs.116   |

You are required to prepare a budget for the production of 7000 units.

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

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, March 2024****Customer Relationship Management****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I****1** A State the importance of CRM. Mention its advantages and disadvantages. **[7M]**B “CRM is a strategic marketing tool” - Discuss? **[7M]**

OR

**2** A Write the evolution of CRM in India? **[7M]**B Explain the concept and context of relationship management? **[7M]****SECTION-II****3** Explain the concepts of Market Share and . Share of Customers in detail? **[14M]**

OR

**4** What is customer lifetime value(CLV) and why it is important? How to calculate the CLV? **[14M]****SECTION-III****5** A What is Customer Development Process ? **[5M]**B Explain the various stages of Customer Development Process with suitable examples? **[9M]**

OR

**6** A What is the role of CRM in B2B marketing? **[7M]**B Explain the CRM process for B2B markets? **[7M]****SECTION-IV****7** A Explain the role of technology in building customer loyalty? **[7M]**B What is B2C CRM and how it is different from B2B CRM? **[7M]**

OR

**8** Discuss in detail about Types of Technological Applications in CRM? **[14M]****SECTION-V****9** Write in detail about the Challenges involved in Formulating and Implementing e-CRM Strategies? **[14M]**

OR



Code No: **R18MBA39****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, March 2024****Financial Derivatives****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Bring out the historical development of financial derivatives. [7M]  
 B Explain the different types of financial derivatives and uses of derivatives. [7M]

OR

- 2 A Explain the merits and demerits of Financial Derivatives. [7M]  
 B Derivatives are considered as risk management tools, comment. [7M]

**SECTION-II**

- 3 A Explain the features and benefits of forward contracts. [7M]  
 B What is futures market? Discuss the functions of futures market. [7M]

OR

- 4 A Discuss the various types of Futures Contract. [7M]  
 B Compare and contrast future prices and spot prices. [7M]

**SECTION-III**

- 5 A Explain Black and Scholes and Binomial Option Pricing Model. [7M]  
 B Explain the features of various option contracts with example. [7M]

OR

- 6 Given, Stock Price = Rs. 50; Exercise Price = Rs. 55; Months to Expiration = 3 months; Risk-free rate of interest = 10% p.a ; and Standard deviation of stock = 40%. Calculate Call Option Price and Put Option Price, by using Black and Scholes Model. [14 M]

**SECTION-IV**

- 7 A Explain : i) Call Option ii) Put Option [7M]  
 B Write a detailed note on basic objectives and principles of option trading. [7M]

OR

- 8 Briefly explain any three basic option strategies. [14M]

**SECTION-V**

- 9 A Describe the types of Interest Rate Swaps with examples. [7M]  
 B How do you convert a floating rate liability into fixed rate liability using swap? Draw a schematic diagram to explain your answer. [7M]

OR

- 10 Explain major types of financial Swaps. [14M]

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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 Supplementary Examinations, March 2024****Leadership & Change Management****(MBA)**

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| <b>Roll No</b> |  |  |  |  |  |  |  |  |  |
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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.

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**SECTION-I**

- 1 A Define Leadership. Write down the components of Leadership. [7M]  
 B What do you understand by Charismatic leadership? [7M]  
 OR  
 2 Elaborate in detail the strengths and weakness of Blake and Mouton Managerial Grid Leadership Theory . [14M]

**SECTION-II**

- 3 A What is the relationship between psychological maturity level of employees and the leadership styles. [7M]  
 B Discuss the strengths of situational Theory of Leadership. [7M]  
 OR  
 4 A Explain Transformational Leadership with appropriate examples. [7M]  
 B What are paradoxes of transformational leadership? Explain. [7M]

**SECTION-III**

- 5 A Describe the concept of strategic Level change? Explain the different phases of strategic level. [7M]  
 B What are the skills which an executive must possess in order to be politically competent? [7M]

OR

- 6 A Define Informal Organization structure. Write down the benefits and limitations of Informal Organisation structure. [7M]  
 B Distinguish between Power, Authority and Influence. [7M]

**SECTION-IV**

- 7 A Explain how employee relations have impact on management of change. [7M]  
 B What is the impact of technological changes on organisation? [7M]

OR

- 8 A Explain the process of evaluating and promoting change. [7M]  
 B Discuss the role of change agents in managing change. [7M]

**SECTION-V**

- 9 A Explain in detail Lewin's force- field Theory of Change. [7M]

- B Discuss the role of communication in Change Management? [7M]
- OR
- 10 A Explain the good qualities of followers. [7M]
- B How to do gap analysis in change management? [7M]
- \*\*\*\*\*

**SECTION-IV**

- 7     A     Describe the determinants of national advantage as the basis for international business-level strategies. [7M]  
       B     Examine the strategic competitiveness outcomes firms can achieve through international strategies? [7M]

OR

- 8     A     “Strategic alliances allow two organizations to work toward common or correlating goals” justify the statement with suitable example and brief on the types of strategic alliances. [7M]  
       B     Illustrate the risks of cooperative strategies and discuss the approaches used to manage cooperative strategies? [7M]

**SECTION-V**

- 9     A     “It is critical to match organizational structure to the firm’s strategy” discuss with suitable business case example [7M]  
       B     Define organization structure and discuss the difference between strategic and functional controls [7M]

OR

- 10    A     How do you define leadership, and What is the role of leadership in strategy management? [7M]  
       B     “Entrepreneurial strategies have different implications for different actions” illustrate the statement with suitable example. [7M]

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