**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### 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   Explain external factors of strategic management.                          **[14M]**

OR

2   a) SWOT Analysis                                                           **[14M]**
    b) Goal
    c) What is Vision

## SECTION-II

3   Discuss factors affecting the likelihood a competitor will take competitive actions.   **[14M]**

OR

4   Identify the five competitive forces and explain how they determine an industry's   **[14M]**
    profit potential.

## SECTION-III

5   Describe seven problems that work against developing a competitive advantage usin   **[14M]**
    acquisition strategy.

OR

6   Explain the short- and long-term outcomes of the different types of corporate   **[14M]**
    strategies.

## SECTION-IV

7   Describe the 21st-century competitive landscape and explain how globalization an   **[14M]**
    technological changes shape it.

OR

8   Explain the International barriers for business process.                     **[14M]**

## SECTION-V

9   Define strategic leadership and describe top-level managers' importance as a resour   **[14M]**

OR

10  Describe the importance of entrepreneurial opportunities, innovation and      **[14M]**
    entrepreneurial capabilities

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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, November-2019
### 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.

### SECTION-I
1    Discuss in detail the various steps involved in the research process and explain your research work in this sequence.     **[14M]**

OR

2    What do you mean by formulating a Research Problem and how can you identify the Research Problem     **[14M]**

### SECTION-II
3    Explain the research perspective guiding quantitative and qualitative research. Do you see any conflict among these research perspectives?     **[14M]**

OR

4    Explain the term 'Research design' and design types. Also explain the research design suitable for your study with justification.     **[14M]**

### SECTION-III
5    Discuss different methods of collecting data? Discuss various data collection methods of primary data and secondary data.     **[14M]**

OR

6    Discuss in detail various sampling methods and its techniques     **[14M]**

### SECTION-IV
7    Discuss in detail various types of measurements and also write errors in measurement.     **[14M]**

OR

8    Discuss in detail various types of scaling techniques with suitable examples.     **[14M]**

### SECTION-V
9    Review of Literature enables in framing a research hypothesis, would you agree with this statement. Discuss in detail various steps involved in hypothesis testing.     **[14M]**

OR

10    What is Report Writing? Explain the steps of Writing the Report.     **[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, November-2019
### 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.

## SECTION-I
| | | |
|---|---|---|
| **1** | What is market segmentation? Explain the bases of segmentation. | **[14M]** |
| | OR | |
| **2** | Define consumer behaviour. Describe the steps in the consumer research process. | **[14M]** |

## SECTION-II
| | | |
|---|---|---|
| **3** | Explain the factors which effect consumer behavior. | **[14M]** |
| | OR | |
| **4** | Explain the concept of family life cycle and its implications for marketers. | **[14M]** |

## SECTION-III
| | | |
|---|---|---|
| **5** | What is motivation? How does it influence consumer behavior? | **[14M]** |
| | OR | |
| **6** | Define perception. What factors influence perception? | **[14M]** |

## SECTION-IV
| | | |
|---|---|---|
| **7** | Explain about Howard-Sheth consumer decision making model. | **[14M]** |
| | OR | |
| **8** | Discuss the steps involved in Decision-making Process, give suitable Examples. | **[14M]** |

## SECTION-V
| | | |
|---|---|---|
| **9** | What do you mean by Consumer Issues? Explain the marketer Responses in solving the Consumer Issues | **[14M]** |
| | OR | |
| **10** | Discuss the Marketing Ethics towards Consumers | **[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, November-2019
### 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

**1a)** If the expected returns of two stocks are same, but the standard deviation of the returns differ, which security is to be preferred and why?                **[7M]**

**b)** What are Financial Markets and Instruments, how do they support investors and stock markets?                                                          **[7M]**

OR

**2a)** Explain the Economic and Financial meaning of Investment and differentiate between Investor and Speculator .                                           **[7M]**

**b)** If an investor desires diversification should he/she seek Investments that have positive correlation or vice versa-explain your stance.                   **[7M]**

## SECTION-II

**3** What is Efficient Market Hypothesis, differentiate Strong, Semi strong and Weak form hypothesis in its assessment?                                        **[14M]**

OR

**4a)** Elucidate on Fundamental Analysis.                                      **[7M]**

**b)** What is technical analysis? Explain various charts and patterns to analyze a stock.  **[7M]**

## SECTION-III

**5** What do you mean by CAPM. Elaborate on the various assumptions of CAPM.    **[14M]**

OR

**6** "Modern Portfolio theory helps in the optimal allocation of global resources" Comment.                                                                   **[14M]**

## SECTION-IV

**7** Define the term Bond. Explain the various Bond Pricing Theorems.          **[14M]**

OR

**8** The Market Price of a bond with maturity of five years is Rs.950/-, its par value is Rs.1000/- and coupon rate is 14%? What is YTM of this bond.          **[14M]**

## SECTION-V

**9** What is a Mutual Fund? Explain different types of Mutual Funds issued in Indian Markets.                                                                  **[14M]**

OR

**10** What is the difference between Sharpe's and Treynor's model of Portfolio performance? Discuss.                                                           **[14M]**

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**R17**

| **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.

## SECTION-I

| 1 | Explain in detail the performance management strategic planning is the competitive advantage of an organization. | **[14M]** |
|---|---|---|

OR

| 2 | Explain the process of Performance Management. | **[14M]** |
|---|---|---|

## SECTION-II

| 3 | Explain about implementation of Performance Management System. | **[14M]** |
|---|---|---|

OR

| 4 | Discuss the performance measurement approaches in detail. | **[14M]** |
|---|---|---|

## SECTION-III

| 5 | Discuss in detail performance management skills. | **[14M]** |
|---|---|---|

OR

| 6 | Explain how performance management helps the employee development. | **[14M]** |
|---|---|---|

## SECTION-IV

| 7 | What are the objectives and types of the Reward Systems? | **[14M]** |
|---|---|---|

OR

| 8 | Explain the challenges of linking Performance and Rewards. | **[14M]** |
|---|---|---|

## SECTION-V

| 9 | Write about Bench marking steps in detail. | **[14M]** |
|---|---|---|

OR

| 10 | Write about the Six – Sigma Practices. | **[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, November-2019
### Integrated Marketing Communications & 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   Discuss the various elements of the communication process.                     **[14M]**

OR

2   Compare and contrast the terms promotion and marketing communications and list   **[14M]**
    the primary tools of marketing communications.

## SECTION-II

3   Explain the objectives of direct marketing.                                     **[14M]**

OR

4   What do you mean by Out of Home Media? Explain its advantages and               **[14M]**
    disadvantages.

## SECTION-III

5   i)   Discuss about Advertising Controversial Products.                          **[7M]**
    ii)  Explain Social Aspects of Advertising.                                     **[7M]**

OR

6   Discuss Social and Ethical Criticisms on Advertising.                           **[14M]**

## SECTION-IV

7   What do you mean by Market Cost Analysis? Explain its advantages and            **[14M]**
    disadvantages.

OR

8   Explain the different types of sales Quotas and discuss the procedure for setting of   **[14M]**
    sales  Quotas.

## SECTION-V

9   Define Sale Force and explain the objectives and size of Sales Force.           **[14M]**

OR

10  Discuss meaning, need and methods related to sales force training .             **[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, November-2019
### 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.

## SECTION-I

| | | |
|---|---|---|
| 1 | Describe in detail financial sector reforms of 1991. | **[14M]** |
| | OR | |
| 2 | What is meant by equilibrium in Financial Markets | **[14M]** |

## SECTION-II

| | | |
|---|---|---|
| 3 | Commercial banks are special among the intermediaries for the development of the economy | **[14M]** |
| | OR | |
| 4 | Give a comparative analysis of the growth and structure of commercial banking before and after liberalization period in India | **[14M]** |

## SECTION-III

| | | |
|---|---|---|
| 5a) | Define the different types of schemes floated by Mutual Funds briefly | **[7M]** |
| 5b) | Elaborate on the major advantages of Investment through Mutual Funds | **[7M]** |
| | OR | |
| 6 | Write short notes on the following | **[7M]** |
| | a) Nature of Insurance Companies | **[7M]** |
| | b) Objectives of LIC and GIC | |

## SECTION-IV

| | | |
|---|---|---|
| 7 | What is the meaning of the Call Money Market? Briefly discuss the nature of this market in US,UK and its working in India | |
| | OR | |
| 8a) | Critically examine the various advantages of Stock Market for the Economic Growth in India | **[7M]** |
| 8b) | Analyze the growth of Indian Stock Market | **[7M]** |

## SECTION-V

| | | |
|---|---|---|
| 9 | Describe in brief the key features of leasing and hire purchasing. | **[14M]** |
| | OR | |
| 10 | What is the scope and objectives of VCF's? Categorize the important venture capital funds and their schemes 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, November-2019
### 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.

### SECTION-I

1    Discuss about aligning training design with learning process.                    **[14M]**

OR

2    Write about Career Opportunities in Training.                                    **[14M]**

### SECTION-II

3    What do you mean by Training Need Analysis and explain its design.              **[14M]**

OR

4    Write about the objectives of developing training programs in detail.           **[14M]**

### SECTION-III

5    Discuss about games and simulations methods of training.                        **[14M]**

OR

6    Discuss about lecturers and demonstrations methods of training.                 **[14M]**

### SECTION-IV

7    What is the purpose of training evaluation and what are the types of evaluation?  **[14M]**

OR

8    Explain about  implementation and transfer of training.                         **[14M]**

### SECTION-V

9    Write about Training  to prevent and control Sexual Harassment.                 **[14M]**

OR

10    Discuss about orientation training and diversity training.                      **[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, November-2019
### 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.

## SECTION-I

**1** Discuss the various investment decisions techniques which can be applied under Risk and uncertainty.  **[14M]**

OR

**2** Find out Net Present Value for the following 'A' and 'B' projects.  **[14M]**

| Cost | Project – 'A' Rs. 4500 | | Project – 'B' Rs. 4500 | |
|---|---|---|---|---|
| Cash Inflows | Amount | Probability | Amount | Probability |
| 1 | 2500 | 0.3 | 6200 | 0.3 |
| 2 | 4500 | 0.5 | 7500 | 0.5 |
| 3 | 6500 | 0.3 | 5000 | 0.3 |
| 4 | 10000 | 0.2 | 4500 | 0.2 |

Expected cost of capital is 12%. Suggest which project is profitable.

## SECTION-II

**3** Phoenix Company is considering two mutually exclusive investments, Project P and Project Q . The expected cash flows of these projects are as follows.  **[14M]**

| year | 0 | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| Project P | -1,000 | -1,200 | -600 | -250 | 2,000 | 4,000 |
| Project Q | -1,600 | 200 | 400 | 600 | 800 | 100 |

What is each project's MIRR If the cost of capital is 12 percent.

OR

**4**     a)  Explain the impact of inflation on capital budgeting decisions.  **[7M]**
          b)  Write brief notes on i) Multiple IRR and ii) Modified IRR  **[7M]**

## SECTION-III

**5** a) Original outlay, Rs.10, 000; life of the project, 5 years; cash inflows, Rs. 4,000 each for 5 years; and cost of capital (k), 10 per cent.  **[7M]**
Expected interest rates at which cash inflows will be reinvested.(Use Terminal Value Method)

| Years | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Per cent | 6 | 6 | 8 | 8 | 8 |

b) Write short notes on i) Equivalent Annual Cost   ii) Surplus life and Surplus Payback  **[7M]**

OR

**6** From the given information calculate i) Payback period ii) Post payback period of  **[14M]**

|                           | Project A | Project B | Project C |
|---------------------------|-----------|-----------|-----------|
| Initial Investment        | 2,00,000  | 2,00,000  | 2,00,000  |
| CFAT at the end of year 1 | 25,000    | 30,000    | 20,000    |
| 2                         | 45,000    | 40,000    | 40,000    |
| 3                         | 50,000    | 45,000    | 60,000    |
| 4                         | 50,000    | 45,000    | 60,000    |
| 5                         | 50,000    | 60,000    | 40,000    |

the following projects and rank them.

## SECTION-IV

**7** Differentiate between Operating Lease and Finance Lease. Why is sale and lease back prepared and when? **[14M]**

OR

**8** a) Explain the method of splitting the hire purchase instalments into interest and principal repayment. **[7M]**
b) Discuss the main advantages of leasing an asset instead of buying it. **[7M]**

## SECTION-V

**9** Examine the guidelines of the Indian companies Act governing corporate takeovers **[14M]**

OR

**10** Distinguish between 'friendly takeover' and 'hostile takeover'. What strategies are adopted by the acquiring firm in the case of hostile takeover? **[14M]**

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Code No: **R17MBA42**

**R17**

## MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### 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.

#### SECTION-I
1   Briefly explain the Theories of Industrial Relations.                    **[14M]**

OR

2   Describe the types and structures of the Trade Unions in India.          **[14M]**
#### SECTION-II
3   Define the Industrial Dispute and causes for Industrial Dispute.         **[14M]**

OR

4   Briefly explain the Grievance procedure under Industrial employment and   **[14M]**
    standing orders Act 1946.
#### SECTION-III
5   Define the Collective Bargaining, types and it's features.               **[14M]**

OR

6   Briefly explain the welfare Officer rights and duties under statutory provisions.   **[14M]**
#### SECTION-IV
7   Briefly explain the main features of Payment of Wages Act 1936.          **[14M]**

OR

8   Define the Wage policy and methods involved in determining the Wage Policy.   **[14M]**
#### SECTION-V
9   Briefly explain Need, Significance and objectives of Factories Act 1948.   **[14M]**

OR

10  Briefly explain the significance and objectives of Mines Act 1952..      **[14M]**

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**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### Services Marketing
### (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.

### SECTION-I
1    What are the characteristics of services? How we can classify the services?    **[14M]**
OR
2    Discuss in detail the Gap's model of service quality?    **[14M]**
### SECTION-II
3    How do you listen your customer requirement through research.    **[14M]**
OR
4    What are the consumer expectations in Telecom sector?    **[14M]**
### SECTION-III
5    What is new service development? Discuss the process of new service **[14M]**
development?

OR
6    Explain the different types of service innovations with suitable examples?    **[14M]**

### SECTION-IV
7    Explain service delivery. 'Customers play a significant role in service delivery" – **[14M]**
Critically analyse the statement.
OR
8    (a) Who are intermediaries in services marketing? Why they are important?    **[7M]**
     (b)  Explain the role of intermediaries in enhancing the value of  services with    **[7M]**
          suitable examples?
### SECTION-V
9    What is the role of communication in services marketing? What are the different **[14M]**
channels of communication?
OR
10   Explain the different pricing strategies linked with different value definitions?    **[14M]**
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**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### International Financial 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.

### SECTION-I
**1**   Explain international business methods in detail.                                          **[14M]**
                                            OR
**2**   Explain the recent changes and challenges in International Financial          **[14M]**
         Management.
### SECTION-II
**3**     a) What is BOP? Distinguish between current account and capital account.      **[7M]**
          b) Discuss the advantages and disadvantages of the gold standard.            **[7M]**
                                            OR
**4**   a)  What are the main economic factors that influence the balance of            **[7M]**
              payments?                                                                 **[7M]**
         b)  What were the main objectives of the Bretton Woods system?
### SECTION-III
**5**   Explain the features of Foreign exchange markets. Write about the participants   **[14M]**
         in  the foreign exchange market and discuss its organisation.
                                            OR
**6**     a)  What is the essence of the international foreign exchange market?          **[7M]**
          b)  What is the Eurocurrency market? Explain                                   **[7M]**
### SECTION-IV
**7**   How are inflation rates and foreign exchange rates related? Illustrate with the   **[14M]**
         help of an example.
                                            OR
**8**   Explain the need for foreign exchange exposure management. Discuss the           **[14M]**
         factors influencing exchange rates.
### SECTION-V
**9**   a) Explain the role of EXIM Bank in helping the exporters.                        **[7M]**
         b) What are the risks inherent in an international portfolio?                    **[7M]**
                                            OR
**10**  Define EXIM policy. Explain the recent amendments in EXIM policy.                **[14M]**
                                      **\*\*\*\*\*\*\*\*\*\***

**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
## (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### International Human Resource 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.

### SECTION-I
1    Explain the various Employment Policies across the countries.                **[14M]**
OR
2    Briefly explain the nature, scope and components of International Human Resource   **[14M]**
Management strategy?

### SECTION-II
3    Briefly explain the factors effecting in Expatriate Selection process?         **[14M]**
OR
4    Explain cross cultural issues in International Human Resource Management?        **[14M]**

### SECTION-III
5    Briefly explain various ethical issues involved in Human Resource Management?    **[14M]**
OR
6    Briefly explain advantages and disadvantages of virtual organisations?          **[14M]**

### SECTION-IV
7    Explain the Future Organisations and challenges for upcoming Global Managers?    **[14M]**
OR
8    Describe the MNCs skill based approach to employee training and development.     **[14M]**

### SECTION-V
9    Define the significant role of Out Sourcing? What are the advantages and         **[14M]**
disadvantages in International Human Resource Management?
OR
10   Briefly explain Women Expatriates and their Problems in current Global HR        **[14M]**
Scenario?

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**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### 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     What is FDI? Explain the role of FDI in Indian retail business development?     **[14M]**

OR

2     Explain the Wheel of retailing theory.     **[14M]**

## SECTION-II

3     What are the exteriors and interiors factors? How does it influence the design decision in retail store?     **[14M]**

OR

4     Explain the various types of retail layouts in India.     **[14M]**

## SECTION-III

5     Explain shopping environment and discuss shopping process with suitable example.     **[14M]**

OR

6     Explain the different types of shopping beaviour with suitable examples.     **[14M]**

## SECTION-IV

7     Explain the different pricing strategies used by the retailer. Give examples.     **[14M]**

OR

8     What is EDI? Explain the role of EDI in Supply Chain Management.     **[14M]**

## SECTION-V

9     What are the changes may takes places in retail sector in future? How to cope up with these expected changes in future?     **[14M]**

OR

10     Discuss store based and non-store based models of store format choices in detail.     **[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, November-2019
### 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   How do management accounting and financial accounting differ?   **[14M]**

OR

2   "Cost may be classified in a variety of ways according to their nature and the information needs of management." Explain and discuss this statement. Illustrate with examples the classification required for different purpose.   **[14M]**

## SECTION-II

3   What is cost sheet? Explain the purpose served by it.   **[14M]**

OR

4   Explain normal and abnormal wastage and state how they should be dealt with in process cost accounting.   **[14M]**

## SECTION-III

5   "Break-even analysis is fundamentally on a static analysis." Discuss and explain the advantages and limitations of break-even analysis.   **[14M]**

OR

6   You are given the following information:   **[14M]**

|                         | Rs.     |
|-------------------------|---------|
| Fixed cost              | 4,000   |
| B.E. sales              | 20,000  |
| Profit                  | 1,000   |
| Selling price ( per unit ) | 20   |

Calculate (a) Sales and marginal cost of sales
            (b) New B.E. Point if selling price is reduced by 10%.

## SECTION-IV

7   "The technique of marginal costing can be a valuable aid to management". Discuss   **[14M]**

OR

8   A company manufactures three products. The budgeted quantity, selling prices and unit costs are as under:   **[14M]**

|                              | A<br>Rs. | B<br>Rs. | C<br>Rs. |
|------------------------------|----------|----------|----------|
| Raw materials (@ Rs. 20 per kg) | 80    | 40       | 20       |
| Direct wages (@ Rs. 5 per hour) | 5     | 15       | 10       |
| Variables overheads          | 10       | 30       | 20       |
| Fixed overheads              | 9        | 22       | 18       |
| Budgeted production (in units) | 6,400  | 3,200    | 2,400    |
| Selling price per unit (in Rs.) | 140   | 120      | 90       |

Required:
  (i) Present a statement of budgeted profit.
  (ii) Set optimal product-mix and determine the profit, if the supply of raw
       materials is restricted to 18,400 kg.

## SECTION-V

**9**    From the following information prepare a monthly cash budget for the four months    **[14M]**
ending 31st December, 2019.

| Month | Sales (Rs.) | Materials (Rs.) | Wages (Rs.) | Production (Rs.) | Admin. Selling (Rs.) |
|-------|-------------|-----------------|-------------|------------------|----------------------|
| June  | 3,000 | 1,800 | 650 | 225 | 160 |
| July  | 3,250 | 2,000 | 750 | 225 | 160 |
| Aug.  | 3,500 | 2,400 | 750 | 250 | 175 |
| Sep.  | 3,750 | 2,250 | 750 | 300 | 175 |
| Oct.  | 4,000 | 2,300 | 800 | 300 | 200 |
| Nov.  | 4,250 | 2,500 | 900 | 350 | 200 |
| Dec.  | 4,500 | 2,600 | 1,000 | 350 | 225 |

(i) Credit terms are:
   a) Sales: 3 months to debtors. 10% of sales are on cash. On an average, 50% of
credit sales are paid on the due dates while the other 50% are paid in the month
following.
   b) Creditors for material: 2 months
 (ii)  Lag in payment:
     Wages 1/4month, overheads ½ month
(iii)  Cash and Bank balance on 31$^{st}$ October expected Rs.1,500.
(iv)  Plant and Machinery to be installed in August at a cost of Rd.24,000.  It will be
paid    for by monthly installments of Rs.5,000 each from 1$^{st}$ October.
(v)   Preference share dividend @ 5% on Rs.50,000 is to be paid on 1$^{st}$ December.
(vi)  Calls on 250 equity shares @ Rs. 2 per share expected on 1$^{st}$ November.
(vii) Dividends from investments amounting to Rs.250 are expected on 31$^{st}$
December
(viii) Income-tax (advance) to be paid in December Rs.500

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

**10**    From the following particulars, compute:    **[14M]**
  (a) Material cost variance, (b) Material price variance, and (c) Material usage
      variance

| | |
|---|---|
| Quantity of materials purchased | 3,000 units |
| Value of materials purchased | Rs. 9,000 |
| Standard quantity of materials required per ton of output | 30 units |
| Standard price of material | Rs. 2.50 per unit |
| Opening stock of materials | Nil |
| Closing stock of materials | 500 units |
| Output during the period | 80 tons |

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

**Code No: R17MBA44**
# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### 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.

**\*\*\*\***

### SECTION-I

**1**    Discuss the process of performing internal alignment, with pay model strategy.    **[14M]**

OR

**2**    Explain the person based pay. Discuss on the techniques of job evaluation.    **[14M]**

### SECTION-II

**3**    Discuss the process of designing pay for performance by taking an example of your choice.    **[14M]**

OR

**4**    Explain the evidence for pay for performance plans with suitable example.    **[14M]**

### SECTION-III

**5**    Elaborate on traditional methods in performance appraisals and errors in performance appraisal.    **[14M]**

OR

**6**    Write in detail about statutory and non statutory benefits . Write short notes on old-age and retirement benefits.    **[14M]**

### SECTION-IV

**7**    Elaborate on the trade union role in wage and salary administration. Give a note on perquisites.    **[14M]**

OR

**8**    Discuss in detail the compensation extended to special groups. What are the components of expatriate pay?    **[14M]**

### SECTION-V

**9**    Illustrate the pubic sector pay management with an example.    **[14M]**

OR

**10**    Collective bargaining is the important tool of fixing wages. Comment. Discuss the challenges faced in implementing renewed wage structure.    **[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, November-2019
### Financial Derivatives
### (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    Define the term Financial Derivative. Explain Development and Growth of Derivative Markets   **[14M]**

OR

2    Explain The Role of Derivatives Market, Uses & Misuses of Derivatives.   **[14M]**

## SECTION-II

3    What are the various types of futures traded in Indian stock market. Discuss with specifications of each contract.   **[14M]**

OR

4    Differentiate between Forwards and Futures contract.   **[14M]**

## SECTION-III

5    What do you mean by binomial option pricing model? What are the assumptions? Briefly discuss its important characteristics.   **[14M]**

OR

6    From the following data, calculate the value of a call of option:   **[14M]**
Style of option=European
Current price of stock= Rs. 600/-
Option period= 6 months
Time intervals for change at each=3 months
Up movement factor(U)=1.1
Down movement factor (d)=0.9
Exercise interest rate=12% p.a.

## SECTION-IV

7    What is an option strategy? Explain the significance of choosing a right option strategy.   **[14M]**

OR

8    Write a detailed note on basic objectives and principles of option trading.   **[14M]**

## SECTION-V

9    Explain different types of swaps.   **[14M]**

OR

10    Briefly discuss evolution of swap market.   **[14M]**

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**R17**

# MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
### (Autonomous Institution – UGC, Govt. of India)
### M.B.A II-Year - I Semester Supplementary Examinations, November-2019
### 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.

## SECTION-I

1 Explain the Blake and Mouton's leadership Grid. Describe its strengths and its criticism. **[14M]**

OR

2 Describe the various components of leadership with suitable examples. **[14M]**

## SECTION-II

3 Elaborate on each leadership style, its applicability covering strengths and criticism. **[14M]**

OR

4 Describe about servant leadership and discuss its implications on the current workforce. **[14M]**

## SECTION-III

5 Define organization change? Discuss various levels of organization change. **[14M]**

OR

6 Discuss the various sources of power. Explain how politics influence the organisation with suitable example. **[14M]**

## SECTION-IV

7 What is employee relation discuss the significance and impact of employee relation in manage changing. **[14M]**

OR

8 Discuss on the various steps involved in managing change. **[14M]**

## SECTION-V

9 Describe the role of communication in change management. Elaborate on the process of developing feedback mechanism. **[14M]**

OR

10 Explain on how to rejoice the abilities of followers. Discuss the mapping process in change. **[14M]**

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