

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

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October 2022**Strategic Management****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 What is strategic management? Explain Porter's 5 force model of strategic management. [14M]
- 2 What is SWOT Analysis? Perform SWOT analysis for any company. [14M]
- 3 Competitive rivalry and dynamics play a very important role in formulation of strategy. Explain. [14M]
- 4 Explain the different strategies for competing in globalising market. [14M]
- 5 What are the steps to be followed to evaluation of strategy of diversified company? Explain with suitable examples. [14M]
- 6 What is acquisition? How too much diversification is a problem for achieving successful acquisition? [14M]
- 7 What are strategic alliances and how are strategic alliances implemented? Are strategic alliances important to the organization explain? [14M]
- 8 Explain in detail about any three types of organisational structure with its features. [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, October 2022**Research Methodology**

(MBA)

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 What is Research process? Discuss in detail about various steps in Research Process. [14M]
- 2 What is ethics in business ethics? How does ethics apply to business research? [14M]
- 3 What is Exploratory Research Design? What is the main purpose of exploratory research? [14M]
- 4 Discuss in detail about issue of Validity in Research Design. [14M]
- 5 What are various techniques of collecting Secondary Data? [14M]
- 6 Discuss in detail about different types of Questionnaires. [14M]
- 7 Discuss in detail about Non-Comparative Scaling Techniques. [14M]
- 8 Discuss in detail about power point presentations. [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, October 2022****Consumer Behaviour****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 Define consumer behavior and discuss its significance in the light of growing social media. [14M]
- 2 Elaborate on targeting and positioning of a product that you are familiar. [14M]
- 3 Discuss in detail the influence of culture and sub-cultures in consumer behavior. [14M]
- 4 Illustrate the cross-cultural consumer behavior with the help of an example [14M]
- 5 Explain the process of consumer motivation with the help of examples. [14M]
- 6 Elucidate the consumer learning and information processing with the help of suitable example. [14M]
- 7 Discuss in detail the purchasing processes and post purchase behaviour of consumer. [14M]
- 8 Give a note on consumer information and security with suitable example. [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, October 2022**Security Analysis and Portfolio Management**

(MBA)

Roll No										
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Time: 3 hours**Max. Marks: 70**Answer Any **Five** Questions

All Questions carries equal marks.

- 1** What is equity valuation? Discuss the equity valuation models. **[14M]**
- 2** a) Discuss briefly about P/E ratio. **[4 M]**
b) Explain the characteristics of investment and various avenues of the Investment. **[10 M]**
- 3** Define Technical Analysis. How does technical analysis differ from the fundamental analysis? **[14M]**
- 4** a) Explain the Efficient Market Hypothesis in detail. **[7 M]**
b) Discuss different steps involved in Fundamental analysis. **[7 M]**
- 5** Write in brief about
a) Capital Asset Pricing Model **[7 M]**
b) Arbitrage Pricing Theory **[7 M]**
- 6** a) Define risk and distinguish between systematic and unsystematic risk. **[7 M]**
b) Explain in detail Markowitz model? **[7 M]**
- 7** a. What is bond duration? Explain the Macaulay's duration. **[7M]**
b. Discuss various types of bonds. **[7M]**
- 8** Give a brief note on various schemes and types that exist in mutual funds. **[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, October 2022**Performance Management****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 a) Explain the objectives of performance management. [7M]
 b) Discuss Reward system in detail? [7M]

- 2 Explain in detail about the process of Performance Management. [14M]

- 3 Explain in detail the performance measurement approaches with relevant illustrations. [14M]

- 4 Discuss the process of implementing Performance management system. [14M]

- 5 How does performance management encourage employee development? [14M]

- 6 Explain how Performance Management Skills will affect the organizations. [14M]

- 7 Discuss in detail the reward system and legal issues in related to enhancing performance of employees. [14M]

- 8 Write about the Six – Sigma Practices. [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, October 2022****Integrated Marketing Communications and Sales****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1** Give a note in support of integrated marketing communication as an integral part of marketing. **[14M]**
- 2** Discuss in detail the communication mix with the help of suitable example. **[14M]**
- 3** Explain the advantages and disadvantages of advertising through online and television. **[14M]**
- 4** Explain about various types of direct marketing. **[14M]**
- 5** Give a note on regulations of advertising and promotion imposed in India. **[14M]**
- 6** Whatever that has been advertised is not seen in real. Describe about it in the light of ethical aspects of advertising. **[14M]**
- 7** Elaborate on sales forecasting methods with the help of example. **[14M]**
- 8** Describe the importance of motivation of Sales force. Mention some of the methods used to motivate the Sales force. **[14M]**

Code No: R18MBA35**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Financial Institutions, Markets & Services****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 Define the Indian financial system and the important functions performed by it. [14M]
How does financial development influence economic development?
- 2 Briefly discuss financial sector reforms after 1991. What is the role of RBI in the Indian Economy? [14M]
- 3 Give a comparative analysis of the growth and structure of commercial banking before and after the liberalization period in India. [14M]
- 4 What are the performance indicators of banks and how these were measured? How do commercial banks manage risk? [14M]
- 5 Explain the nature and objective of life and non-life insurance companies. Explain the principles of insurance. [14M]
- 6 Define mutual fund. Explain it's of growth of Indian Mutual Funds. [14M]
- 7 What is money market? Explain in detail all the components of Money market. [14M]
- 8 What are the fund based and fee based financial services? What are the differences between leasing and hire purchase? [14M]

Code No: R18MBA41**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Training & Development****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 Explain the latest trends in Training followed by organization with suitable examples. [14M]
- 2 Explain about integrating OD how the learning process affects in aligning training design. [14M]
- 3 Explain how does facilitation of learning and training takes place in an organization. [14M]
- 4 How an organisational constraint does effects the design of the Training Need Analysis? [14M]
- 5 Discuss about games and simulations methods of training in detail. [14M]
- 6 Explain (a) Matching methods with outcomes [7M]
(b) Lectures and demonstrations. [7M]
- 7 Explain about implementation and transfer of training in detail. [14M]
- 8 Write about
a) Training to prevent and control Sexual Harassment. [7M]
b) Cross cultural training. [7M]

Code No: R18MBA30**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Logistics & Supply Chain Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1** Explain, how a firm can achieve competitive advantage through efficient logistic [14M]
management and brief on the integrated supply chains with illustration?
- 2** Describe the model in logistics management and examine the core areas in supply [14M]
chain management and narrate the logistics information system.
- 3** Discuss factors that affect the decision to outsource a supply chain function and [14M]
critically examine the dimensions of supplier performance that affect total cost.
- 4** Illustrate the concept of logistics audit, identify the principles of logistics costing [14M]
and discuss the element of time frame & formatting in logistics performance.
- 5** How do you define benchmarking? Explain the Uses of supply chain [14M]
benchmarking process and brief on Step-by-Step Process for the setting
benchmarking priorities?
- 6** How do you measure performance in logistics and What is the primary logic [14M]
behind potential separation of marketing and logistics channel structure?
- 7** Discuss how lack of coordination among supply chain elements which leads to a [14M]
degradation of revenue management and brief on the bullwhip effect.
- 8** What are the biggest challenges of managing global supply chains? Brief on future [14M]
issues to be considered for new global supply chain management.

Code No: R18MBA36

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October 2022

Strategic Investment and Financing Decisions

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 70

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

1 What is risk? List the types of risk and explain the techniques available to measure risk in capital budgeting decisions. [14M]

2 Dream well Company Limited has an investment proposal that requires an investment outlay of Rs. 2,50,000. The following information is available. [14M]

Year1:

Possible Event	Cash Flows (Rs.)	probability
A	1,00,000	0.2
B	1,25,000	0.4
C	1,80,000	0.4

Year2:

Event	Rs. 1,00,000		Rs. 1,25,000		Rs. 1,80,000	
	CFAT(Rs.)	Probability	CFAT(Rs.)	Probability	CFAT(Rs.)	Probability
A	45,000	0.2	1,40,000	0.2	1,90,000	0.3
B	1,20,000	0.3	1,80,000	0.6	2,10,000	0.3
C	1,80,000	0.5	1,90,000	0.2	2,60,000	0.4

You are required to advice the company regarding the financial feasibility of the project using decision tree approach. Company’s cost of capital is 10 percent.

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

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

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

4 a. Discuss in detail Lorie Savage Paradox and applicability in Net Present Value. [7M]
b. Explain simple, pure and mixed Investments [7M]

5 a. Explain Hiller approach in Mean Variance Analysis. [7M]
b. Write a note on single period and multi period constraints [7M]

6 SK Manufacturing Company uses discounted payback period to evaluate investments in [14M]

capital assets. The company expects the following annual cash flows from an investment of \$3,500,000:

Years	Cash flows
0	\$(3,50,000)
1	900,000
2	900,000
3	900,000
4	900,000
4	900,000
6	900,000
7	900,000
8	900,000

No salvage/residual value is expected. The company's cost of capital is 12%.

Required:

1. Compute discounted payback period of the investment.
 2. Is the investment desirable if the required payback period is 4 years or less.
- 7 How do you differentiate between Hire Purchase and Instalment purchase methods. [14M]
- 8 Describe various types of mergers. What benefits does an organization accomplish with each of these, explain with suitable examples. [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, October 2022****Management of Industrial Relations****(MBA)**

Roll No										
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Time: 3 hours**Max. Marks: 70**

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

- 1 Analyze the Characteristics of Industrial Relations system? [14M]
- 2 Explain the Rights and Duties of Recognized Trade Unions? [14M]
- 3 Enumerate the significant role of settlement machineries in Industrial Harmony? [14M]
- 4 Evaluate the types and causes of Strikes? [14M]
- 5 Describe the formal role and structure of Adjudication in India? [14M]
- 6 Explain the statutory provisions of Labour Welfare officer? [14M]
- 7 Elaborate the important provisions of Payment of Bonus Act 1965? [14M]
- 8 Explain the powers and duties of Chief Inspector of Factories? [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, October 2022****International Financial Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1** What are the distinguishing features of International finance? Explain various instruments available in international bond markets **[14M]**
- 2** What are the new changes and challenges for the International Financial Management? **[14M]**
- 3**
 - a. Describe various factors that affecting International Trade flows. **[8M]**
 - b. List out the agencies that facilitate International Trade flows. **[6M]**
- 4** Write short notes of the following
 - (i) Gold Standard **[4M]**
 - (ii) Fixed Exchange Rate **[3M]**
 - (iii) Evaluation of floating Rates **[4M]**
 - (iv) Exchange rate arrangement. **[3M]**
- 5** How do importers and exporters use currency derivatives? Explain with example. **[14M]**
- 6** Explain the Market rate Quotations and discuss the currency rate fluctuation? **[14M]**
- 7** What do you mean by 'Foreign Exchange Market'? What are the major functions of the foreign exchange market? **[14M]**
- 8** Explain the following
 - a. Foreign Portfolio **[7M]**
 - b. Foreign Direct Investment **[7M]**

Code No: **R18MBA32****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Retailing Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1 a. How do you describe the retailing functions? **[7M]**
b. Discuss the types of Retailing. **[7M]**
- 2 Critically, examine the structure of Indian Retail Industry in this pandemic time. **[14M]**
- 3 Differentiate between store layout and store design and narrate the main types of store layouts which are suitable for visualization of merchandise. **[14M]**
- 4 How do you determine the merchandising & assortment plans and explain the tools that help to the retailer in developing a merchandise plan. **[14M]**
- 5 Examine the role of shopping environment on the shopping behaviour and discuss the shopping in a socio-cultural context. **[14M]**
- 6 Describe the impact of lifestyle and demographic profiles of Indian shoppers on the shopping patterns in India. **[14M]**
- 7 How do you describe the pricing objectives, policies in retailing and explain the different pricing strategies suitable for Indian retail market? **[14M]**
- 8 How do you classify the retail formats in Indian retailing? Brief on value-based model & attribute-based model of store format choice in retailing? **[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, October 2022**Strategic Management Accounting****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1 What do you mean by activity-based costing? Explain the features and process of activity-based costing. [14M]
- 2 Define management accounting and discuss its nature & scope. [14M]
- 3 What do you understand by normal and abnormal loss of materials during process of manufacture? State briefly how each should be treated in cost accounts. [14M]
- 4 What is equivalent production? Explain how equivalent production can be calculated and evaluated. [14M]
- 5 The Directors of a company are considering the sales budget for the next budget period. You are required to present to the board, a statement showing marginal cost of each product and also to recommend which of the following sales mixes should be adopted. [14M]
 - a) 1000 units of X and 700 units of Y
 - b) 2000 units of X only
 - c) 1300 units of X and 500 units of Y
 - d) 1400 units of X only

Additional information:

Particulars	Product - X	Product – Y
Direct material per unit	Rs.20	Rs.25
Direct labour @ Rs.5 per hour	20 Hours	30 Hours
Selling price	Rs.300	Rs.500

Fixed overheads Rs.10000 per annum and variable overheads 100% of labour

- 6 What is marginal costing? Explain the various merits and demerits of marginal costing. [14M]
- 7
 - a) Write a note on “Margin of safety”. [4M]
 - b) Sale of product amounts to 300 units per month at Rs.10 unit. Fixed overhead is Rs.400 per month and variable cost Rs.6 per unit. There is a proposal to reduce prices by 10 %. Calculate present and future P/V ratios. How many units must be sold to maintain total profit? [10M]
- 8
 - a) What is meant by management audit? State the main objectives of management audit. [7M]
 - b) What are the rights and responsibilities of a cost auditor? [7M]

Code No: R18MBA44**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, October 2022****Compensation & Reward Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1** Define compensation? Explain pay model strategy. **[14M]**
- 2** Discuss the concept of compensation, factors affect compensation of employees in industrial organizations and brief on key steps in formulating a total compensation strategy. **[14M]**
- 3** Define the competitiveness? Explain pay mix and pay structures. **[14M]**
- 4** What defines a pay-for-performance compensation plan? What steps need to be taken to create a successful pay-for-performance program? **[14M]**
- 5** What do you understand by performance appraisal, what are the potential organizational consequences of an ineffective performance appraisal system? Discuss modern methods of performance appraisal. **[14M]**
- 6** Provide a detail note on statutory benefits including health care, employee welfare and retirement benefits that an employee entitled to receive as of their employment. **[14M]**
- 7** What do you mean by special groups? What are the components of executive compensation package. **[14M]**
- 8** Discuss the public sector pay system in India and the pros and cons of linking pay with performance in public sector. **[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, October 2022****Customer Relationship Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1 Explain about the meaning, importance and the scope of Relationship Marketing. [14M]
- 2 Give an overview of the concept of lifetime customer and customer loyalty. [14M]
- 3 Discuss about the process of building CRM effectively and efficiently. [14M]
- 4 Explain about the CRM Framework and Market Share vs. Share of Customers with appropriate examples. [14M]
- 5 Describe about the customer development process and the customer retention. [14M]
- 6 Elaborate the customer retention strategies and the customer life time value with suitable examples. [14M]
- 7 Explain about the customer databases and information systems. [14M]
- 8 Discuss about the evolution of e-Customer and e-Marketing and e-CRM for personalized services. [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, October 2022****Financial Derivatives****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1 Explain the different types of financial derivatives along with their features in detail. [14M]
- 2 Define derivative. Explain the merits and demerits of financial derivatives. [14M]
- 3 Explain the relationship between forward and futures prices with examples. [14M]
- 4 Calculate the price of a forward contract using the following data: Price of the share Rs 75 time to expiration 9 months dividend expected Rs 2.20 per share Time to dividend 4 months continuously compounded risk-free rate of return 12% per annum. [14M]
- 5 $S=100$, Standard deviation =25%, $r=10\%$, $K=50$, $t=1$ year. Calculate value of call option as per Binomial option pricing model. [14M]
- 6 Explain the distinction between options and futures contracts with an suitable examples. [14M]
- 7 What is currency option market? Explain its features with an example. [14M]
- 8 Define financial swap. Discuss the features of a swap contract with an example. [14M]

Code No: **R18MBA45****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October 2022**Leadership & Change Management****(MBA)**

Roll No									
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Time: 3 hours**Max. Marks: 70**

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

- 1 Explain in detail traits theory of leadership, its strengths and its criticism. [14M]
- 2 Illustrate Blake and Mouton's Leadership grid model and its application to organizations in the current context. [14M]
- 3 Discuss in detail the leadership styles and their applications. [14M]
- 4 Explain in detail about servant leadership and its ten characteristics. [14M]
- 5 Elaborate on factors shaping organizational culture with suitable examples. [14M]
- 6 Why do employees resist the change? Discuss in the light of preparing employees for the change. [14M]
- 7 Discuss the various steps involved in evaluating the change. [14M]
- 8 Elaborate the importance of communication during change process. [14M]
