## Code No: R18MBA21 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UCC, Cout, of India)

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020

		Strate	gic M	lana	gem	ent						
			(M	BA)								
	Roll No											
Time: 2 hours								Μ	[ <b>ax.</b> ]	Mar	ks: 70	)
	A	nswer	Any <b>F</b>	our	Que	stion	S					
	All	Questic	ons cai	ries	equa	l ma	rks.					
			**	**								
1 Examine	the significance of	missio	n state	emen	it and	d goa	als a	nd o	bject	ives	in giv	ving

strategic direction to a firm.

- 2 Explain the importance of analyzing and understanding the firm's external environment.
- 3 Define
  - a) Competitive rivalry.
  - b) Competitive behaviour.
  - c) Competitive dynamics.
- 4 Use the five forces of competition model to explain how above-average returns can be earned through each business-level strategy.
- 5 Define the Restructuring strategy and discuss various Restructuring strategies
- 6 Define corporate-level strategy and discuss its importance to the diversified firm.
- 7 Explore the four factors that lead to a basis for international business-level strategies.
- 8 Define organizational structure and controls and discuss the difference between strategic and financial controls.

# Code No: R18MBA22 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

## (Autonomous Institution – UGC, Govt. of India)

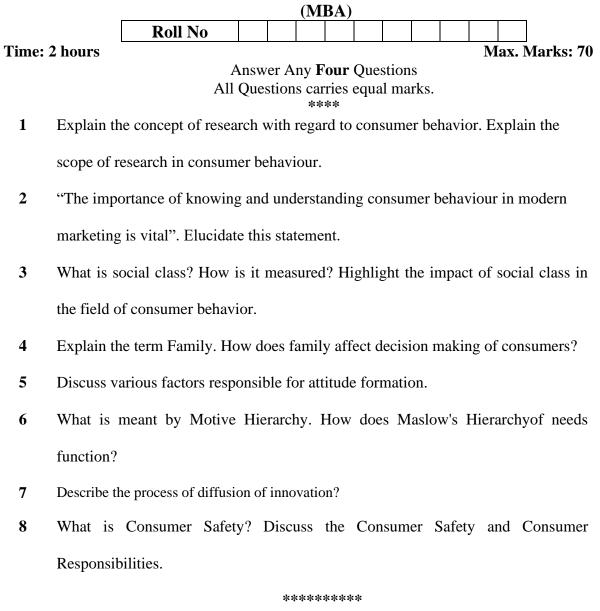
M.B.A II Year I Semester Supplementary Examinations, October/November 2020 Research Methodology

				( <b>M</b>	BA)							_	
		Roll No											
Time: 2	2 hours									Max	x. Ma	arks: 70	
		А	nswer A	ny <b>F</b>	our	Que	stion	IS					
		All											
				**	**								
1	What is rese	earch methodology	? Explain	n the	impo	ortan	ice a	and o	objec	ctives	of 1	research	

in business

- 2 What is research problem? Define the main issues which should receive the attention of the researcher in formulating the research problem. Give suitable examples.
- 3 "The more you know about the library and the materials and services it provides, the more successful you will be in gathering information and ideas for your research paper". Discuss.
- 4 Describe the importance of research designs and discuss types of research design in detail.
- 5 Describe in detail the various sampling methods
- 6 What is Data Processing? Explain its Operations in detail.(validation, Editing, Coding, Classification, Tabulation)
- 7 What is the purpose of a questionnaire? Why are closed questions are preferred to open ended questions in survey research ?
- 8 What is Research Report? Write in detail the steps under research report.

# Code No: R18MBA28 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020 Consumer Behaviour



# 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/November 2020 Security Analysis and Portfolio Management

Roll No	

#### Time: 2 hours

Max. Marks: 70

Answer Any Four Questions

All Questions carries equal marks.

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- **1a)** Outline the functions of Financial Markets and classify the Indian Financial System
- b) Give a detailed description of the various Investment alternatives and their attributes
- 2) A stock costing Rs.100 pays no dividend. The possible prices that the stock might sell at year end and the probability of each are:

Year End Price (Rs)	Probability					
90	0.1					
95	0.2					
100	0.4					
110	0.2					
115	0.1					
What is the Expected Return on the stock?						

- **3a)** Explain the features of EMH1,EMH2 and EMH3
- **b**) Are Indian Markets really efficient-Discuss
- 4) Explain the merits and demerits of Technical Analysis as a tool of Security Analysis
- 5 Stocks L and M have yielded the following returns for the past two years

Years	Return	%
	L	М
1995	12	14
1996	18	12

a)What is the expected return on portfolio made up of 60% of L and 40% of M b) Find out the S.D of each stock

- **6a**) What is CAPM? Explain its basic tenets
- b) Describe the Single Index Model
- 7 What are the basic valuation models of bonds. How do you calculate yield on bonds
- 8 What is NAV? How is it calculated. Explain its usefulness

# 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/November 2020 Performance Management

		DA)			 
Roll No					

#### Time: 2 hours

Max. Marks: 70

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

- 1 Write about performance management process in detail.
- 2 Define Performance Management. Write about the importance of Performance Management.
- 3 Explain about Performance and choosing measurement approaches.
- 4 Write about gathering performance information.
- 5 Explain how Performance Management Skills will affect the organizations.
- 6 What is the need of employee development and how does performance management help employee development?
- 7 Write about Managing Team Performance with the help of Performance Management.
- 8 Write about Balance Scorecard.

# R18 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/November 2020 Integrated Marketing Communications & Sales

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	ſ	Roll No			(									
Time:	2 hours										Μ	lax. I	Marks	s: 70
			Answ		•		-							
		Al	l Que	stion	is car	ries ( **	equa	l ma	rks.					
1	What is In	tegrated Marketi	ng Co	omm	unica	ntion	(IM	<b>C</b> )? ]	Expl	ain h	low 1	to set	up	
	objectives	for IMC program	1.											
2	What is Co	ommunication Pr	OCESS	? Fx	nlain	the	elen	nents	of	om	nuni	catio	n mix	
-	What is ex		000000	. பா	plum		eren	Ionto	01	20111	IIUIII	cullo		•
3	Elaborate	on internet and so	ocial	medi	a rol	es in	dire	ct m	arke	ting.				
4	Explain the	e steps to manag	e an e	ffect	tive F	ubli	c Re	latio	ns ca	ampa	ign.			
5	Discuss the	e Regulations of	Adve	ertisii	ng an	d Pr	omo	tion	in In	dia.				
6	What are t	he ethical challer	nges t	hat e	every	mar	ketei	r fac	es.					

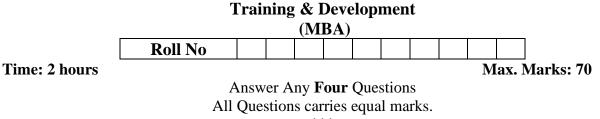
- 7 What do you mean by Sales Budget? Explain the methods used for Deciding Sales Budget.
- 8 What is Sales Force Control? Discuss about Sales Force Control and Evaluation.

# **R18**

### Code No: R18MBA35 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020 Financial Institutions, Markets & Services

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		Roll No												
Time:	2 hours				•				•		•	Max	. Mark	s: 70
			Answ		•		-							
		All	Que	stion		**	equa	u ma	arks.					
1	Define	Financial System	and c	liscu	ss th	ie im	port	ant f	uncti	ions j	perfo	ormed	l by it.	
2	How do	es Financial Deve	lopn	nent	influ	ience	the	Eco	nomi	ic De	evelo	pmer	nt.	
			<b>r</b>									r		
3	Evoluin	about Indian Bar	hing	• <b>S</b> •/	tom	Wh	ot of	ra th	o roc	ont (	lovol	lonm	onto in	
5	-		IKIIIE	s oya	stem.	. •• 11	at a	c ui				lopin		
	Indian I	Banking System.												
<b>4</b> a)	Elabora	te on the various	guio	delin	es is	ssued	l by	RB	I for	the	up g	gradat	ion of	
	commen	rcial banks.												
4b)	Discuss	about the differen	nt app	proa	ches	to ba	ınk l	endi	ng ir	n Indi	ia.			
5	Briefly	explain the differe	ent L	ife Iı	nsura	ance	Poli	cies.						
6	Has the	growth of LIC i	n res	spect	of i	its ef	forts	s to :	mobi	ilise	savii	ngs a	nd the	
		of funds at its dis		-								-		
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	,	Hire Purchase Cred	it											
	<b>b</b> ) 1	Housing Finance												
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## Code No: R18MBA41 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, Oct/Nov 2020

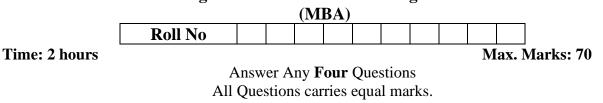


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- 1 Explain the need of designing a training program. Bring out its elements.
- 2 Write about the latest Trends in Training.
- **3** Define Training Need Analysis. Explain the facilitation of learning and training transfer to the job.
- 4 Write about the organisation constraints in Training Need Analysis and Design.
- 5 Write about the use of Games in Training programme.
- 6 Write about on the job training methods in detail.
- 7 Write about major players in training and development.
- 8 Explain about Cross Cultural Training in detail.

# 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/November 2020 Strategic Investment and Financing Decisions



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- 1 a. What are the critical factors to be observed while making capital budgeting decisions under capital rationing?
  - b. List out the steps for decision tree approach
- 2 Due to a considerable risk inherent in a project costing an initial cash outflow of Rs. 20,000 a firm decides to use certainty equivalents to evaluate the Project. The certainty equivalents have been estimated to be 0.8, 0.7, 0.6, 0.5, and 0.4 in a period of 5 years. The risk free rate of interest is 10%. The expected values of cash inflows are given below:

Years	1	2	3	4	5
Cash flows(Rs.)	5,000	8,000	4,000	6,000	12,000

You are required to advice the firm whether its management should accept the project.

3 The expected cash flows of a project are as follows:

Years	0	1	2	3	4	5
Cash	-100,000	50,000	-20,000	30,000	40,000	50,000
flows(Rs.)						

The cost of capital is 13%. Calculate MIRR.

4

a. What is disinvestment? discus the criteria for project abandonment decision

b. What is the impact of inflation on Capital Budgeting decision

- **5** a) Discuss the single period constraint situation.
  - b) Explain multi period constraint situation.
- 6 A company is considering an investment proposal to purchase a machine costing Rs. 2, 50,000. The machine has a life expectancy of 5 years and no salvage value. The company's tax rate is 40%. The firm uses straight line method for providing depreciation. The estimated cash flows before tax and after depreciation(CFBT) from the machine are as follows:

CFBT(Rs.) 60,000 70,000 90,000 1,00,000 1,50,000		Years	1	2	3	4	5
	(	CFBT(Rs.)	60,000	70,000	90,000	1,00,000	1,50,000

Calculate discounted payback period if company's cost capital is 12%

- 7 What is leasing? Distinguish between operating and financial leasing
- 8 Explain and illustrate the impact of mergers on earnings per share and market price per share of the acquiring company.

# 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/November 2020

**Management of Industrial Relations** 

		( <b>M</b> )	BA)			
Roll No						

Time: 2 hours

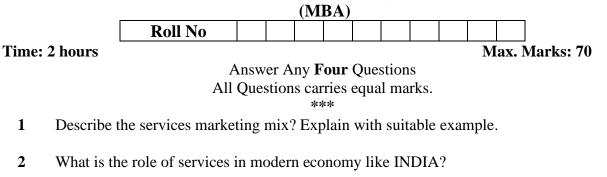
Max. Marks: 70

Answer Any **Four** Questions All Questions carries equal marks. \*\*\*

- 1 Explain in detail the Objectives and characteristics of Industrial Relations
- 2 Describe the role and functions of the trade unions in India.
- **3** Explain the role of the state in Industrial Dispute settlement machinery.
- 4 Explain the Non Statutory Settlement Machinery Mechanism in India.
- 5 Differentiate between Standing orders and grievance procedure .
- 6 Explain the Workers Participation in Management.
- 7 Explain the main features of Bonus Act 1965.
- 8 Explain in detail the Health and Welfare measures under Indian Factories Act 1948.

# Code No: R18MBA31 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, October/November 2020 Services Marketing



**3** "Building customer relationships are important in service sector" - Why? What are

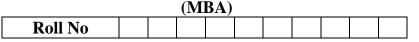
the ways used by the banking sector?

- 4 What is customer perception? If you are a manager of a corporate hospital, How can you work to create or maintain a positive customer perception?
- **5** What do you mean by customer defined standards in services? Explain the hard and soft standards with examples.
- 6 (a) What is Service blue printing?
  - (b) Discuss in detail about customer service audit.
- 7 Employees role is vital in service delivery" Justify the statement.
- 8 What are the different approaches adopted while pricing the services? Assume you own a motor vehicle driving school, how do you price the services?

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**R18** 

# 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/November 2020 International Financial Management



Time: 2 hours

7

Max. Marks: 70

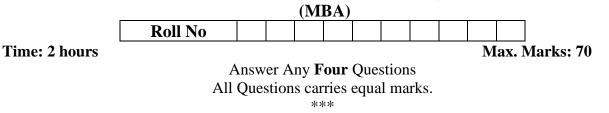
Answer Any **Four** Questions All Questions carries equal marks. \*\*\*\*

1 What are the recent changes and challenges in International Financial

Management? Explain

- 2 Explain the nature and scope of International Financial Management.
- 3 a) What is the difference between balance of trade and balance of payment?
  - b) What were the features and advantages of the gold standard?
- 4 Explain the concept of Balance of Payments (BOP). And discuss the different accounts of BOP.
- 5 a) Who are the major participants in a foreign exchange market?
  - b) Write a note on Euro Bond Market.
- **6** a) Explain currency futures and options market
  - b) Explain International Stock Market
  - a) 'Floating exchange rate system is more beneficial than the system of
    - fixed exchange rate' Do you agree?
    - b) Explain the relationship between inflation, interest rates and exchange rates.
- 8 a) What are the recent amendments in EXIM policy?
  - b) Write a note on Foreign Direct Investment.

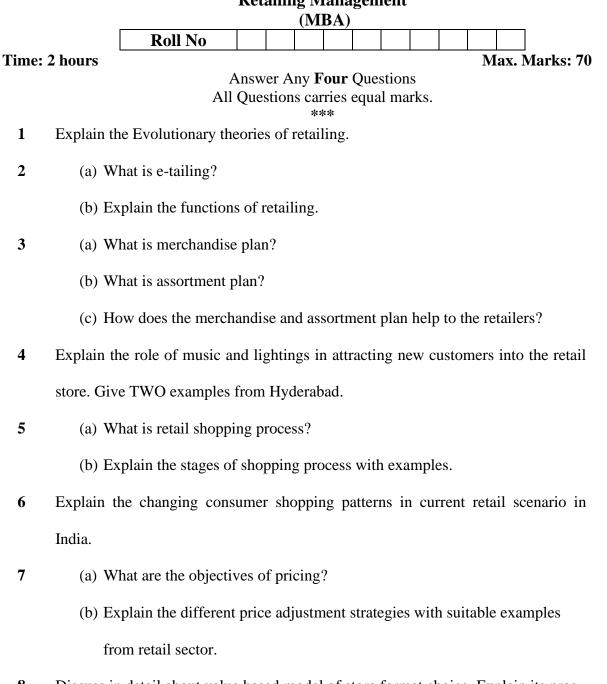
# R18Code No: R18MBA43MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY<br/>(Autonomous Institution – UGC, Govt. of India)M.B.A II Year I Semester Supplementary Examinations, October/November 2020<br/>International Human Resource Management



- Define and explain the nature and scope of International Human Resource Management.
- 2 Differentiate between Domestic and International Human Resource Management.
- **3** Briefly explain the various approaches to International recruitment?
- **4** Briefly explain the International Human Resource Management practices in UK and USA?
- **5** Describe the types and features of Virtual Organisations?
- 6 Define and explain the concepts of Collective Bargaining and Participative Management?
- 7 Describe the Staff Training and Development approaches in Multinational Corporations?
- 8 Briefly explain the impact of Information Technology on Human Resource Management?

# 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/November 2020 Retailing Management



8 Discuss in detail about value based model of store format choice. Explain its pros and cons.

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/November 2020 Strategic Management Accounting

Roll No	

Time: 2 hours

Answer Any Four Questions

All Questions carries equal marks.

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- **1** What is management accounting? Discuss the role of management accounting in the areas of planning, control and decision making.
- 2 How is apportionment of overhead costs done?
- **3** What are the main features of job costing? Describe briefly the procedure of recording costs under job order costing.
- 4 State the characteristics and principles of process costing.
- 5 What is meant by break-even analysis? Discuss assumptions and limitations.
- 6 A company annually manufactures and sells 20,000 units of a product, the selling price of which is Rs. 50 and profit earned is Rs. 10 per unit.

The analysis of cost of 20,000 units is:

Material cost	Rs. 3,00,000					
Labour Cost	Rs. 1,00,000					
Overheads	Rs. 4,00,000 (50% of variable)					

You are required to compute:

- I. Break-even sales in units and in rupees.
- II. Sales to earn a profit of Rs. 3,00,000
- III. Profit when 15,000 units are sold.
- 7 "The technique of marginal costing can be a valuable aid to management". Discuss
- 8 From the following, calculate labour variances for department A and B.

	Dept. A	Dept. B		
Actual direct wages	Rs. 2,000	Rs. 1,800		
Standard hours produced	8,000	6,000		
Standard rate per hour	30 paise	35 paise		
Actual hours worked	8,200	5,800		

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**R18** 

Max. Marks: 70

### 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/November 2020 Compensation & Reward Management

( <b>MBA</b> )										
Roll No										

Time: 2 hours

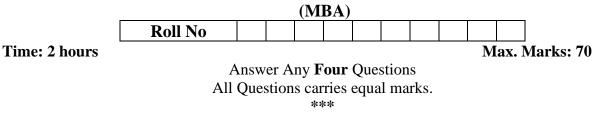
Max. Marks: 70

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

- 1 Elaborate on the pay model strategy. Give a note on person based structures.
- 2 Discuss the process of job analysis with a suitable example. Discuss the methods of job evaluation.
- **3** What is job analysis? Discuss the process of designing pay levels.
- 4 What is pay for performance? Discuss on the evidence pay for performance plans.
- 5 Discuss on traditional and future oriented performance appraisal techniques.
- 6 Explain in detail on statutory benefits health, safety and welfare measures provided to employees in India.
- 7 What are the components of expatriate pay? Elaborate on the best practices of pay that worked.
- 8 What is collective bargaining? Often wage negotiations fail to reach an agreement!Suggest measures.

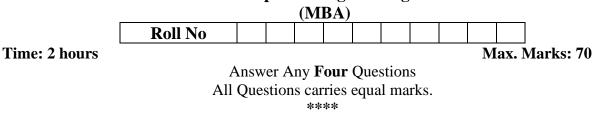
# R18 Code No: R18MBA39 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India)

#### M.B.A II Year I Semester Supplementary Examinations, October/November 2020 Financial Derivatives



- **1** Discuss the growth of derivative markets in India and different products available for trading on derivative segment in India.
- 2 Explain the various commodity exchanges functions and roles.
- **3** How do forward contracts work? Discuss.
- 4 Futures contracts are improvised Forward contracts. Do you agree? Explain with example.
- 5 Explain the Black-Scholes Merton Model.
- 6 "Option contracts are relatively more safe derivative instruments". Explain.
- 7 Distinguish between spread, straddle and strangle option strategies and compare them with examples.
- 8 Differentiate between currency swaps and interest rate swaps.

# Code No: R18MBA45 R18 MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY (Autonomous Institution – UGC, Govt. of India) M.B.A II Year I Semester Supplementary Examinations, October/November 2020 Leadership & Change Management



1 What are the qualities of a leader? Explain Traits Approach to Leadership.

- 2 Discuss Ohio state and Michigan studies on leadership.
- 3 Elaborate on Path-Goal theory of leadership. Discuss its strengths and criticism.
- 4 What is Transformational Leadership? Discuss in detail on the leadership exhibited by Donald Trump and Narendra Modi.
- **5** Elaborate on the process of group and Team level change. Why do employees resist change? Discuss.
- 6 How long change can go beyond affecting individual and group? Discuss this in the light of ethical issues as part of managing change.
- 7 Explain how technology initiates for change in organisations.
- 8 Elaborate on the Importance of communication in change management.