

Code No: **R20MBA21****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Strategic Management****(MBA)**

<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 role of Technology in Strategic Management. Give examples of some latest technologies that changed the business environment. [10M]
- B Write the segments of the External Environment. [4M]

OR

- 2 A How does the firms Resources and Capabilities help the firm in gaining a Competitive advantage in the Market? [7M]
- B Describe and draw the Value Chain Analysis. [7M]

**SECTION-II**

- 3 A Explain the corporate and business level strategies of a firm. [7M]
- B How well does an organization utilize its people as an asset to help it improve, stay competitive and strategically meet goals? [7M]

OR

- 4 A Explain the importance of Customer Relationship Management. [7M]
- B Describe the model of Competitive Rivalry and Dynamics. [7M]

**SECTION-III**

- 5 A When do the firms use Horizontal and Vertical Diversification? [7M]
- B What are the Value Creating Strategies used by Haldiram to face competition from Bingo, Lays, Kurkure etc in the snacks industry? [7M]

OR

- 6 A What are the factors responsible for Mergers & Acquisitions in the industry? [7M]
- B Give some examples of popular firms doing M & A in the business world. [7M]

**SECTION-IV**

- 7 A Illustrate the advantages of going Global and the problems of becoming International Organizations. [7M]
- B Describe the Strategic Alliances with examples. [7M]

OR

- 8 A Explain the Corporate level Cooperative Strategies. [7M]
- B Write some of the strategies to be followed by the Management of Private Engineering College to become one of the top institution in the state or country. [7M]

**SECTION-V**

- 9 A What are the qualities of a Good Entrepreneur for having great [7M]

Code No: **R20MBA22****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Research Methodology and Business Analytics****(MBA)**

<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 Research. Explain the components of the research problem. [7M]  
B Explain the process of hypothesis testing. [7M]  
OR
- 2 A Elucidate the types of hypothesis with examples. [7M]  
B Write about types of errors while testing the hypothesis that the researcher commits. [7M]

**SECTION-II**

- 3 A How do you collect the primary data? Explain. [7M]  
B Distinguish between Primary Data and Secondary Data. [7M]  
OR
- 4 A Define sampling. Describe Random techniques of the sampling process. [7M]  
B Explain attitude measurement in the sampling process with instances. [7M]

**SECTION-III**

- 5 A Write about different types of scales to measure attitude. [7M]  
B State the differences between Single Item vs Multiple Item Scale. [7M]  
OR
- 6 A What are the criteria for good measurement? Illustrate. [7M]  
B Define Measurement Error. Explain the method of testing the measurement error. [7M]

**SECTION-IV**

- 7 A State the importance of Business Analytics in Research. [7M]  
B Mention any seven key features of Advanced Excel. [7M]  
OR
- 8 A Write the differences between descriptive and inferential statistics [7M]  
B When and Why the ANOVA test is preferred to test the hypothesis? Explain with an example. [7M]

**SECTION-V**

- 9 A Why is it important to apply analytics in Marketing? Elucidate. [7M]  
B Define Web Analytics. State its methods using any analytical software. [7M]  
OR
- 10 A Describe the current trends in business analytics. [7M]  
B Give any four methods of financial analytics using Excel. [7M]

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Code No: R20MBA23

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Security Analysis and Portfolio Management**

(MBA)

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

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

1 A Explain the different components of Indian financial System. [7M]

B Describe the securities trading process in India. [7M]

OR

2 A What are the various forms of investment alternatives? Give a detailed account of any five. [7M]

B Discuss various Equity Valuation Models in detail. [7M]

**SECTION-II**

3 A Discuss the key economic variables that an investor must monitor as part of his fundamental analysis. [7M]

B Explain the strong form of an efficient market hypothesis. How far is it validated? [7M]

OR

4 A Explain the merits and demerits of technical analysis as a tool of security analysis. [7M]

B Describe the results of empirical tests of semi-strong form market efficiency. [7M]

**SECTION-III**

5 A Define Markowitz diversification. Explain the statistical method used by Markowitz to obtain the risk reducing benefit. [7M]

B Consider two securities, P and Q with expected returns of 15 percent and 24 percent respectively and standard deviation of 35 percent and 52 percent respectively. Calculate the standard deviation of a portfolio weighted equality between the two securities if their correlation is -0.9. [7M]

OR

6 A Write Notes on: [7M]

a. Capital Market Line and

b. Security Market Line?

B The estimated rates of return, beta coefficients and standard deviations of some securities are as given below: [7M]

Security	Estimated	Beta	S.D (%)
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	return (%)		
A	35	1.60	50
B	28	1.40	40
C	21	1.10	30
D	18	0.90	25
E	15	0.75	20
F	12	0.60	18

The risk free rate of return is 8 per cent. The market return is expected to be 20 per cent. Determine which of the above securities are overpriced and which are underpriced?

**SECTION-IV**

- 7 A What is Bond? What are the characteristics of Bond? [7M]  
 B Anand owns Rs.,1000 value bond with five years to maturity. The bond has an annual coupon of Rs.75. The bond is currently priced at Rs.970. given an appropriate discount rate of 10 per cent, should Anand hold or sell the bond? [7M]

OR

- 8 A What is meant by duration? Explain the relationship between duration and price change. [7M]  
 B Calculate the duration for the bond A with 7 per cent coupon having a maturity period four years. The face value is 1000. The bond currently yield 6 per cent. [7M]

**SECTION-V**

- 9 A Define Mutual Fund. Distinguish between the open-end and closed-end mutual funds. [7M]  
 B The following three portfolios provide the particulars given below: [7M]

Portfolio	Avg. Annual Return	SD	Correlation co-efficient market and portfolio
A	18	27	0.8
B	14	18	0.6
C	15	8	0.9
Market	13	12	-

Risk free rate of interest is 9.

Rank these portfolios using Sharpe's and Treynor's methods.

OR

- 10 A Distinguish between the Treynor and Sharpe indices of portfolio performance. [7M]  
 B Explain the Jensen Index of portfolio performance. [7M]

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Code No: **R20MBA29****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Introduction to Business Analytics****(MBA)**

<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 Business Analytics. Explain its necessity in modern business. [7M]  
 B Describe different analytical models in business management [7M]  
 OR  
 2 A Explain the role and significance of Data Scientists in business. [7M]  
 B State the types of data in business analytics. [7M]

**SECTION-II**

- 3 A Write about big data management and analysis. [7M]  
 B Explain the importance of the quality of data related to service Industry. [7M]  
 OR  
 4 Elucidate the stages in Data Science Project Life Cycle [14M]

**SECTION-III**

- 5 A Explain three types of OLAP in business analytics with suitable diagrams. [7M]  
 B Define Data Mining. What are data mining techniques? [7M]  
 OR  
 6 Illustrate the following  
 a. Data Analytics [7M]  
 b. Data Science [7M]

**SECTION-IV**

- 7 A Define Marketing Analytics. What are examples of Marketing Analytics? [7M]  
 B Describe on-field and off-field analytics in sports analytics. [7M]  
 OR  
 8 A Define supply chain analytics and give some examples how it will improve the performance of logistics. [7M]  
 B State the future of business analytics as a career. [7M]

**SECTION-V**

- 9 Explain the challenges in implementing business analytics in any field with examples. [14M]  
 OR  
 10 Define Data Anonymization. Illustrate different Data Anonymization techniques. [14M]

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Code No: **R20MBA35****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, August 2023****Consumer Behaviour****(MBA)**

<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 differences in consumer behaviour of urban and rural consumer behavior. [7M]  
 B Discuss the research process of understanding consumer behavior. [7M]

**OR**

- 2 A How do psychographics, values, and lifestyles of consumer influence in segmentation of markets? [7M]  
 B Explain different types of positioning strategies. [7M]

**SECTION-II**

- 3 A Explain the characteristics of middle class consumers. [7M]  
 B Define personality. Discuss the Freudian theory of personality. [7M]

**OR**

- 4 A Define culture. Discuss the influence of subculture with examples on marketing of products. [8M]  
 B Explain the concepts  
 i) Social group [2M]  
 ii) Innovators [2M]  
 iii) Gate keeper and Other-directed characters [2M]

**SECTION-III**

- 5 A Explain the absolute threshold and just noticeable difference? [7M]  
 B Explain social and esteem needs? Discuss their role in motivating consumers to buy products, with examples? [7M]

**OR**

- 6 A What is attitude? Outline how attitudes are formed about brands. [7M]  
 B Discuss the elements of learning. [7M]

**SECTION-IV**

- 7 A What are the different types of post-purchase behaviours of consumers? Explain. [7M]  
 B How the socio-cultural factors influence the consumer in recognising the need? [7M]

**OR**

- 8 A Explain the process of consumer decision making process. [7M]  
 B What is diffusion of innovation? What are the types of innovations. [7M]

**SECTION-V**

- 9 Discuss the role of Government and companies for creating awareness on consumer issues of substandard products. [14M]
- OR
- 10 A “Air conditioner stopped working after several attempts from service personnel of a company during April and May”. What should be the response of the company to the consumer? [7M]
- B “Following rules is enough but not the ethics, in doing business” Discuss. [7M]
- \*\*\*

Code No: R20MBA41

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Performance Management**

(MBA)

<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 do you understand about the concept of performance management? [7M]  
B Identify the characteristics of performance management. [7M]

OR

- 2 A Illustrate the various advantages of PM. [7M]  
B Analyse the various dimensions of performance management. [7M]

**SECTION-II**

- 3 A Explain the features of effective performance management system. [7M]  
B Analyse the generic conceptual model of performance management system. [7M]

OR

- 4 A Discuss the various objectives of performance management system. [7M]  
B Analyse, In your opinion, is PMS destined to be successful in large organizations as compared to small organizations? [7M]

**SECTION-III**

- 5 A Analyse the key components of performance management process. [7M]  
B Illustrate the different skills for the effective performance management. [7M]

OR

- 6 A Identify the barriers for performance planning. [7M]  
B Write a note on evaluating performance planning process? [7M]

**SECTION-IV**

- 7 A Explain the key components of the reward management system. [7M]  
B Evaluate the importance of performance management team. [7M]

OR

- 8 A Explain in detail about components of reward system. [7M]  
B What are the legal issues in the reward management system and explain? [7M]

**SECTION-V**

- 9 A What do you understand about the tools of performance management? [7M]  
B Analyse the concept of bench marking. [7M]

OR

- 10 A How do you think coaching will increase employees performance in an organization. [7M]  
B Illustrate the concept of competency mapping. [7M]



Code No: **R20MBA24****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, August 2023****Financial Institutions, Markets and Services****(MBA)**

<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 financial sector reforms after 1991? [7M]  
 B Define Monetary policy and differentiate the CRR and SLR. [7M]

OR

- 2 A Explain the structure of financial system. [7M]  
 B Discuss the various indicators of financial development. [7M]

**SECTION-II**

- 3 A What are the various challenges of insurance sector? [7M]  
 B Explain the functions of PFRDA. [7M]

OR

- 4 A "Investing in Mutual Funds is a better choice than Direct Investment". [7M]  
 Examine the statement.  
 B Explain the functions of life Insurance corporation. [7M]

**SECTION-III**

- 5 A Describe the structure of securities market and in what respect primary [7M]  
 markets are differ from secondary markets?  
 B Differentiate the commercial paper and certificate of deposit? [7M]

OR

- 6 A What is meant by private placement? What are its features? [7M]  
 B Explain the objectives of SEBI. What are the latest guidelines to bring the [7M]  
 reforms in the New Issue Markets?

**SECTION-IV**

- 7 A Explain the Concept, Classification and essential elements of Leasing. [7M]  
 B What are the advantages and disadvantages of consumer credit? [7M]

OR

- 8 A Write the salient features of Venture Capital and explain the regulatory [7M]  
 framework of Venture Capital in India.  
 B What are the advantages and disadvantages of Forfeiting? [7M]

**SECTION-V**

- 9 A Define De-materialization of Services. Explain the advantages of De- [7M]  
 materialization.  
 B How does loan syndication work? Explain the stages involved in loan [7M]  
 syndication.

OR

- 10**    A    What do you mean by merchant bank? Describe the functions of merchant banking. **[7M]**
- B    What is asset-based finance? Explain briefly. **[7M]**
- \*\*\*

Code No: **R20MBA30****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Data Visualization and Big Data Analytics****(MBA)**

<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 Discuss the concept of Visual Encodings [7M]  
 B Explain the classification of Graphs and their significance [7M]  
 OR  
 2 A Describe the significance of Color, Size and text in Data Visualization [6M]  
 B Explain i) Ordering of Items ii) Number of Distinct Values [8M]

**SECTION-II**

- 3 A Explain i) Area Charts ii) Bullet Graphs [8M]  
 B Discuss the significance and types of Multivariate Maps [6M]  
 OR  
 4 A Define Dual Axes Charts and discuss the process of drawing Dual Axes Charts with example [7M]  
 B Explain the process of Manipulating Text [7M]

**SECTION-III**

- 5 A Define Dashboard and discuss its importance in Data Visualization [7M]  
 B Discuss the significance of heat maps [7M]  
 OR  
 6 A Explain the process of adding Annotation and Drop-down Selectors in Visualization [6M]  
 B Discuss in brief about i) Search Box Selectors ii) Slider Selectors [8M]

**SECTION-IV**

- 7 A 'Big data Analytics is the need of the Hour' Explain [7M]  
 B Explain the Hadoop Architecture with suitable illustrations [7M]  
 OR  
 8 A Discuss the features of Hadoop [7M]  
 B Explain the concept of Hadoop Distributed File System (HDFS) [7M]

**SECTION-V**

- 9 A Discuss the YARN Architecture with suitable illustrations [7M]  
 B Define MRunit and its applications in Big Data Analytics [7M]  
 OR  
 10 A Explain the concept of YARN Workflow [6M]  
 B Write a short note on i) Apache HBase ii) Apache Sqoop [8M]

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Code No: **R20MBA36****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Integrated Marketing Communications and Sales****(MBA)**

<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 elements of communication mix. [7M]  
 B Discuss the role of integrated marketing communications in achieving sales of an organization. [7M]

**OR**

- 2 A Discuss the process of consumer behavior. [7M]  
 B List out the factors influencing consumer behaviour. [7M]

**SECTION-II**

- 3 A Explain how mobile advertising is useful in promoting sales. [7M]  
 B Explain the concept of word of mouth. [7M]

**OR**

- 4 A Write a short note on world wide web communications. [7M]  
 B Explain the concept of out of home media as a part of marketing communication [7M]

**SECTION-III**

- 5 A Explain the impact of advertising on children behavior [7M]  
 B Write a short note on advertising controversial products [7M]

**OR**

- 6 A Explain factors to be considered during advertising a product [7M]  
 B Write a short note on social aspect of advertising [7M]

**SECTION-IV**

- 7 A Discuss types of sales forecasting methods. [7M]  
 B What is Sales budget? Explain how it is useful for sales maximization [7M]

**OR**

- 8 A Discuss methods used for deciding sales budget [7M]  
 B Write a short note on quota setting procedures. [7M]

**SECTION-V**

- 9 A Explain various methods of selecting salesforce in an organization [7M]  
 B List out methods used to motivate the salesforce [7M]

- 10 A “Salesforce compensation is a motivation tool to enhance morale of employees” - comment [7M]  
 B Write steps in sales force evaluation and control process . [7M]

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Code No: **R20MBA42****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Compensation and Reward Management****(MBA)**

<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 how compensation is playing its role as a part of the retention strategies. [7M]  
 B Discuss in detail on competency based compensation. [7M]

OR

- 2 A Elucidate the concept of developing rewarding policies. [7M]  
 B Explain the process of developing reward policies in a service organisation. [7M]

**SECTION-II**

- 3 A Write a note on compensation surveys. [7M]  
 B Explain how internal job structure is integrated with external market pay rates. [7M]

OR

- 4 A Discuss the process of creating internal equity through job analysis. [7M]  
 B Explain how to build a pay structure that recognize an individual contribution [7M]

**SECTION-III**

- 5 A Explain pay ranges and bands in designing pay structures. [7M]  
 B Elucidate the performance based and pay based structures. [7M]

OR

- 6 A Discuss how pay ranges and bands are designed in public and private companies. [7M]  
 B List out various methods of payments in compensation management system. [7M]

**SECTION-IV**

- 7 A “Designing good employee benefit program leads to organizational productivity”- comment. [7M]  
 B Discuss the concept of VRS program in an organisation. [7M]

OR

- 8 A List out various non statutory employee benefit programs. [7M]  
 B Discuss various benefits provided to employees in an organization. [7M]

**SECTION-V**

- 9 A Write a short note on international compensation management practices. [7M]  
 B Discuss how contingent employees and flexible work schedule useful for better compensation management practices. [7M]



Code No: R20MBA25

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

M.B.A II Year I Semester Supplementary Examinations, August 2023

Strategic Investment and Financing Decisions

(MBA)

Roll No									
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Time: 3 hours

Max. Marks: 70

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing **ONE** Question from each **SECTION** and each Question carries 14 marks.

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**SECTION-I**

- 1 A Classify the different ways of evaluating investment opportunities? [7M]  
 B Distinguish between systematic & unsystematic risk? [7M]

OR

- 2 A A company is examining two mutually exclusive investments proposals. The management of the company uses certainty equivalents to evaluate new investments proposals. From the following information pertaining to these projects advise the company which project should be taken up by the company [7M]

Year	Proposal A		Proposal B	
	CFAT	CE	CFAT	CE
0	25000	1.0	25000	1.0
1	15000	0.8	9000	0.9
2	15000	0.7	18000	0.8
3	15000	0.6	12000	0.7
4	15000	0.5	16000	0.4

The firms cost of capital is 12% and risk free borrowing rate is 6%

- B How is Portfolio diversification undertaken? [7M]

**SECTION-II**

- 3 A Explain evidence of IRR and discuss about difference between NPV and IRR? [7M]  
 B Discuss the impact of inflation on capital budgeting decisions? [7M]

OR

- 4 A Explain the concept of multiple IRR and modified IRR [7M]  
 B State the concept of Lorie savage paradox? Give a suitable example? [7M]

**SECTION-III**

- 5 A Explain the features of post payback period in practice? [7M]  
 B Elucidate hiller approach? [7M]

OR

- 6 A For the following projects; calculate Pay Back Period and Post Payback Profitability [7M]

index.

Particulars	Project - A	Project - B
Initial Outlay	Rs.50000	Rs.50000
Annual Cash Inflows	Rs.10000	Rs.15000
Estimated life	8 years	8 years
Salvage Value	-	Rs.8000

B Distinguish between single period constraints and multi period capital constraints. [7M]

**SECTION-IV**

7 A List out difference of hire purchase and instalment decision and write features of Lease financing? [7M]

B How Lease financing is used to minimize the risk in Risk management? [7M]

OR

8 A Explain the differences of borrowing vs procuring? [7M]

B Discuss the essential elements & advantages for lessor and lessee in leasing? [7M]

**SECTION-V**

9 A Highlight the features of mergers and acquisitions? [7M]

B Briefly give a note on all theories of mergers? [7M]

OR

10 A Explain the government guidelines for takeover and problems after merging and acquisition? [7M]

B Describe the horizontal, vertical and conglomerate mergers with suitable examples in the Indian Context. [7M]

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Code No: R20MBA37

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Logistics & Supply Chain Management****(MBA)**

<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 Competitive Performance? Explain its relevance in logistic Management. [7M]  
 B How can a business unit achieve competitive advantage? [7M]  
 OR  
 2 A Briefly Explain the Factors influencing Supply Chain Management. [8M]  
 B Explain in detail about  
 a) Integrated supply chains [3M]  
 b) Competitive performance. [3M]

**SECTION-II**

- 3 A What is the need for measuring logistics costing? Illustrate with examples. [7M]  
 B What are the levels involved in logistics costing? [7M]  
 OR  
 4 A Brief about measuring logistics and performance. [7M]  
 B Explain internal and External Performance Measurement. [7M]

**SECTION-III**

- 5 A What is the significance of Channel Relationships? [7M]  
 B How do you benchmark the logistics process and SCM operations? [7M]  
 OR  
 6 A Does mapping the supply chain processes is useful for your business? [7M]  
 B Define benchmarking? How to set benchmarking priorities in Logistics? [7M]

**SECTION-IV**

- 7 A What is Bullwhip Effect? What are the consequences of Bullwhip Effect? [7M]  
 B Explain Pricing and Revenue Optimization Process in Supply Chain Management. [7M]  
 OR  
 8 A Explain the transportation economies and pricing in logistic Management. [7M]  
 B Brief about sourcing and transportation. [7M]

**SECTION-V**

- 9     A     Explain the levels involved in global operating.                     [7M]  
      B     How can you manage global logistics?                         [7M]
- OR
- 10    A     Explain the logistics in global economy and also explain your views of     [7M]  
          global logistics.  
      B     Explain the issues and challenges connected to global supply chain     [7M]  
          management.

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Code No: **R20MBA43****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Management of Industrial Relations**

(MBA)

<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 are the characteristics of Industrial Relation system? [7M]  
 B What are the various types of Trade Unions? [7M]  
 OR  
 2 A State the objective of Unfair Trade Practices. [7M]  
 B Differentiate between registered trade unions and unregistered trade unions. [7M]

**SECTION-II**

- 3 A Explain various tripartite bodies of Industrial Relations in India. [7M]  
 B Elaborate the nature and effect of standing orders. [7M]  
 OR  
 4 A Explain the terms strike and lockout. [7M]  
 B What are the causes of Industrial Dispute? [7M]

**SECTION-III**

- 5 What is meant by employee grievance? Explain the steps in employee grievances redressal procedure. [14M]  
 OR  
 6 A What are the labour welfare measures in India? [7M]  
 B Discuss the process of collective bargaining. [7M]

**SECTION-IV**

- 7 A “The Payment of Wages Act, 1936 provides that the wages are to be paid in a particular form at regular intervals and without any unauthorised deductions”, Explain. [7M]  
 B What are the objective of Minimum Wage Act? [7M]  
 OR

- 8 A Explain the main purpose of the Payment of Bonus Act? [7M]  
 B What is the purpose of enacting code on wages? [7M]

**SECTION-V**

- 9 A Critically examine the salient features of Workmen Compensation Act. [7M]  
 B What is a Factory? Explain the registration of factories. [7M]  
 OR  
 10 A Explain the remedial measures taken to bring down the rate of accidents in mines. [7M]  
 B What is the impact of Technological change in Industrial Relations? [7M]

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Code No: R20MBA26

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Tax Planning and Management**

(MBA)

<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 the circumstances under which the income of any other person can clubbed with the income of assessee under Income Tax Act, 1961. [7M]  
 B Explain the various provisions for determining residential status of individual as per Income Tax Act. [7M]

OR

- 2 A Briefly discuss about the individual income exempted from the income tax. [7M]  
 B Write a short note on previous year and assessment year with example. [7M]

**SECTION-II**

- 3 A Briefly discuss the provisions of income tax act regarding set off and carry forward of losses. [7M]  
 B Examine the various other sources of income. [7M]

OR

- 4 A Write a short note on inter head set and intra head set off. [7M]  
 B Dr. Rahul Sharma is serving as an Assistant Professor in one of the reputed University located at national capital New Delhi. Rahul furnishes the following details of his salary income for the financial year 2017-2018. [7M]

Particular	Indian Rupees (INR)
Basic Pay	95,000 p.m.
Dearness Allowance	7% of basic pay
Entertainment Allowance	2,000 p.m.
Employer's and his own contribution to unrecognized provident fund	12% of Basic Pay + Dearness Allowance
City Compensatory Allowance	2,500 p.m.
Medical Allowance	2,000 p.m.
Professional Development allowance (Fully utilized for attending conferences and other academic purpose)	2,500p.m.
House rent allowance	20% of basic pay
Transport allowance	4,500 p.m.
Communication allowance	1,000 p.m.

Compute his taxable income from salary for the assessment year

2018 -19.

**SECTION-III**

- 5 A Write a detailed note on dividend distribution tax. [7M]  
B Examine the provisions relating to carry forward and set off of losses of companies. [7M]

OR

- 6 A Explain the process of taxable income of companies. With example. [7M]  
B Identify the special provisions relating to the companies. [7M]

**SECTION-IV**

- 7 A Critically analyse the corporate tax planning and management. [7M]  
B Elaborate about the penalties and prosecution. [7M]

OR

- 8 A Discuss the tax planning of financing and investment decisions on own or lease. [7M]  
B Explain about the avoidance of double Taxation agreements. [7M]

**SECTION-V**

- 9 A Identify and explain the various model of GST. [7M]  
B What are the transactions covered under GST? [7M]

OR

- 10 A Write a short note on the single and dual GST. [7M]  
B Compare the GST rates of India and foreign countries. [7M]

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Code: R20MBA32

R20

MALLA REDDY COLLEGE OF ENGINEERING &amp; TECHNOLOGY

(Autonomous Institution-UGC, Govt of India)

M.B.A II Year I Semester Supplementary Examinations, September 2023

DATA ANALYSIS USING R AND TABLEAU

(MBA)

ROLL NO										
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Time: 3 hours

Note: This question paper consists of 5 Sections. Answer FIVE Questions, Choosing One Question from each SECTION and each Question carries 14 marks

**SECTION-1**

1. A. Describe a Vector, List, Matrices, and Data Frame with suitable examples [7M]  
B. Explain about various data types in R [7M]

OR

2. A. Data Importing Techniques for textual data, Excel file, and CSV file [7M]  
B. Define and Perform Exploratory Data Analysis on titanic.csv, Draw a suitable plot for class VS survived, Age VS sex [7M]

**SECTION-2**

3. Download and install the R and explain the R uses for a Business Analyst. [14M]

OR

4. A. Visualize the diamonds in diamondsDataset (Hint: ggplot2) [7M]  
B. Create any 4 plots for mtcars dataset: [7M]

**SECTION-3**

5. Showcase the inter relation of different variables using corrplot for the IBM Employee Churn data set and analyse what options are highly correlated that an employee to leave the organization. [14M]

OR

6. What is Regression analysis, its types and perform the Regression analysis for the case study that has been given to you  
**Data info:** Computer manufacturing company is trying to analyse the data of the price of a computer with another independent variable like CPU speed, Hard disc, RAM, Screen Size, CD (yes/no), produced by premium company (yes/no) and so on. Based on this data, the company wants to decide on the price of a new configuration of PC [14M]

**SECTION-4**

7. A. Describe the process of connecting to various data sources on Tableau by the given data sets. [7M]  
B. Create a chart to visualize the Running Total of Sales over time. Create a suitable chart and compare the Running Total Sales with the Actual Sales (Adventure Works.csv) Use "Order Date" [7M]

**OR**

- 9 . A. How the Tableau interface is helping the Business Analyst during the visualization process of any data. [7M]  
B. Describe various options which are helpful to the analyst in Tableau visualization tool [7M]

**SECTION-5**

- 9 . . A. Company General Manager, during an interview, asked an interviewee to prepare a report that shows: 1. Quarter-wise sales 2. Month-wise sales (Use “Global Superstore Orders 2016.xls” Dataset). If you are in the interview candidates list can you visualize to get the appointment letter as a Business Analyst with the package of 12.LPA [7M]

B. The “life expectancy dataset” contains one record for each country measuring population for 1960, 1965, and 1970.....2015. Create a visualization showing the population trend difference for different periods of Japan and Pakistan. (Use life expectancy 1960-2015 dataset.xlsx) [7M]

**OR**

- 10 . . A. Given weather data of past 100 years, use the data from March to July and create a visualization on rainfall for the year 1995-96 for the State of Gujarat for the following Districts are Amreli, Bhavnagar, Gandhinagar, Narmada. (Use rainfall data) [7M]

B. The Company wants you to display the comparative analysis and correlation between Internet Usage and Mobile Phone Usage based on India vs Japan Countries. (World Indicators Data.csv dataset) [7M]

Code No: R20MBA38

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Services Marketing****(MBA)**

<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 Explain the role of service sector in Indian economy. Discuss its importance in developing economy like India. [14M]

OR

- 2 A Define and classify services, and how do they differ from products. [7M]  
 B What are the various reasons for the failure of service based companies in developing countries? [7M]

**SECTION-II**

- 3 A How can the gap between consumer expectations and perceived service be resolved? [7M]  
 B Examine the importance of consumer behaviour in service sector. [7M]

OR

- 4 A Discuss the differences between perception of service quality and customer satisfaction [7M]  
 B Demonstrate Service Recovery? In what way it's helpful for the customers? [7M]

**SECTION-III**

- 5 A Discuss the stages involved in new service innovation and development. [7M]  
 B How can marketer improve the service standards? [7M]

OR

- 6 What do you understand by Physical evidence explain the elements of Physical evidence. Choose a service organization and collect all forms of physical evidence that the organization uses to communicate with its customers. [14M]

**SECTION-IV**

- 7 A Briefly explain the ways to improve service delivery in service organizations. [7M]  
 B Discuss with the examples, the strategies by the marketers in adjusting the capacity to meet the fluctuations in demand. [7M]

OR

- 8 Explain the customer roles in service delivery. [14M]

**SECTION-V**



**9** Discuss the concept of integrated service marketing communication and the key reasons for the problems in marketing communication. **[14M]**

OR

**10** A What are the various competition based pricing strategies in services. **[7M]**

B Explain the major approaches to pricing of services. **[7M]**

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Code No: R20MBA44

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****International Human Resource Management****(MBA)**

<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 Analyze the Model of International Human Resource Management. [7M]

B Explain the nature of Human Resource Management. [7M]

OR

2 A Explain the Concept of Expatriation and Repatriation. [7M]

B Explain selection process in company. [7M]

**SECTION-II**

3 Examine different approaches in International recruitment. [14M]

OR

4 A Analyze the importance of Orientation. [7M]

B Explain about Technical Ability. [7M]

**SECTION-III**

5 A Explain the Practical Assistance and Job Related factors. [7M]

B Explain the importance of Language Training. [7M]

OR

6 A Explain about the International Compensation Management. [7M]

B Examine the Factors involved and components of International Compensation Package. [7M]

**SECTION-IV**

7 A Analyze the Basic Components of International Performance Management. [7M]

B Explain the Major Constraints of Multinational Performance Management. [7M]

OR

8 A Explain the importance of Expatriates Performance. [7M]

B What is the Criteria Used for Performance Appraisal of International Employees? [7M]

**SECTION-V**

9 A Discuss about Intercultural Relationships [7M]

B Explain about Cross Convergence. [7M]

OR

10 A Analyze the Women Expatriates and their Problems. [7M]

B Explain the IHRM Practices in USA. [7M]

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Code No: **R20MBA27****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY****(Autonomous Institution – UGC, Govt. of India)****M.B.A II Year I Semester Supplementary Examinations, August 2023****Banking and Insurance Management****(MBA)**

<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 meaning of a Bank and explain the functions of a Bank [7M]  
 B Distinguish between Public Sector Banks and Private Sector Banks [7M]  
 OR  
 2 Plastic money has replaced paper money. Critically analyze this statement. What are the limitations of credit cards [14M]

**SECTION-II**

- 3 Give a brief description on the following  
 i) NEFT & RTGS [7M]  
 ii) SWIFT [7M]  
 OR  
 4 A Discuss about Asset-Liability Mgmt of a Bank [7M]  
 B Write short notes on i) Debit Card ii) Internet Banking [7M]

**SECTION-III**

- 5 A What is Insurance and Insurable Risk [7M]  
 B What is Credit Rating? Name few Credit Rating Agencies in India [7M]  
 OR  
 6 What is Interest Rate Risk ? Explain the Types and Sources of Interest Rate Risk [14M]

**SECTION-IV**

- 7 A Explain the various kinds of Life Policies [7M]  
 B Define the concept of Insurance. Briefly explain the purpose and need of getting insured for an individual and a business firm [7M]  
 OR  
 8 A Fire Insurance is a personal contract, Comment [7M]  
 B Discuss the various kinds of Fire Insurance Policies [7M]

**SECTION-V**

- 9 A Explain the fundamental principles of Underwriting [7M]  
 B Discuss the role of different types of Underwriters in the business of Insurance [7M]  
 OR  
 10 A Distinguish between Death Claims and Maturity Claims [7M]  
 B Explain the requirements for settlement of Death Claims [7M]

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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, August 2023****Predictive Analytics****(MBA)**

<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 From the following information, you are required to compute the impact of change in the area on house prices by using regression analysis. [14M]

House Price in Rs. Lakh	245	312	279	308	199	219	405	324	319	255
Area (Square Feet)	1400	1600	1700	1875	1100	1550	2350	2450	1425	1700

OR

- 2 Distinguish between simple linear regression and multiple linear regression. Also, explain the significance of multiple regression. [14M]

**SECTION-II**

- 3 Explain various types of non-linear regression models. [14M]

OR

- 4 Discuss the concepts of autocorrelation and heteroscedasticity. [14M]

**SECTION-III**

- 5 Explain the concepts of sensitivity and specificity in Logistic Regression with applications. [14M]

OR

- 6 Write notes on the Fixed Effects Model and Random Effects Model. Mention the applications of Panel Data Models in business. [14M]

**SECTION-IV**

- 7 What is time series forecasting? Explain the autoregressive model in detail. [14M]

OR

- 8 Explain the concept of the artificial neural networks (ANN) model in Machine Learning and mention its applications in business. [14M]

**SECTION-V**

- 9 What is Data Mining? Discuss the classification and clustering techniques in data mining. [14M]

OR

- 10 Write a note on the Simulation. Explain the concept of Monte – Carlo Simulation. [14M]

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Code No: R20MBA39

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Digital and Social Media Marketing**

(MBA)

<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 List the Benefits of digital marketing [7M]  
 B Summarize the Digital marketing strategies [7M]

OR

- 2 A Differentiate between Digital marketing Vs Traditional Marketing [7M]  
 B Elucidate the Concept of Digital Marketing in brief [7M]

**SECTION-II**

- 3 A Analyse Various segments in digital marketing [7M]  
 B List out Purchasing characteristics using digital marketing [7M]

OR

- 4 A Explain the Retention strategies of new customers [7M]  
 B Recall Importance of segmentation [7M]

**SECTION-III**

- 5 A Summarize various Inbound links in online advertising [7M]  
 B Appraise on various Payment methods of online ads [7M]

OR

- 6 A Describe the Display ad format [7M]  
 B Reframe Obstacles for online advertising [7M]

**SECTION-IV**

- 7 A Illustrate Goals of social media marketing [7M]  
 B Draft the Process of identifying target audience [7M]

OR

- 8 A Appraise the Various social networking sites [7M]  
 B Explain the Concept of content marketing [7M]

**SECTION-V**

- 9 A Discuss the Social sharing with youtube [7M]  
 B Compile the Social networking with linkedin [7M]

OR

- 10 A Advantages of the Application of social media for customer reach [7M]  
 B Describe the process of analysing website performance [7M]

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Code No: R20MBA45

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Training and Development****(MBA)**

<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 Open system model. [7M]  
 B List out the Principles of training. [7M]

OR

- 2 A Discuss the Disadvantages of training. [7M]  
 B Describe the various Career opportunities in training. [7M]

**SECTION-II**

- 3 A List out the Organizational constraints for training. [7M]  
 B Design a Model of Training Need Analysis. [7M]

OR

- 4 A Illustrate the TNA Developing objectives. [7M]  
 B What is Training transfer.Explain the concept of training transfer. [7M]

**SECTION-III**

- 5 A Explain the Criteria for selecting training methods. [7M]  
 B Appraise the Effectiveness of lectures & demonstration. [7M]

OR

- 6 A Explain the concept of JIT [7M]  
 B Summarize the concepts of Games and Simulation methods with suitable examples [7M]

**SECTION-IV**

- 7 A Design a methodology for Implementation of training program. [7M]  
 B Illustrate the Transfer training program with suitable examples. [7M]

OR

- 8 A Discuss the Main players in training program and their roles. [7M]  
 B Design a training process for recruiters. [7M]

**SECTION-V**

- 9 A Write a short note on sexual harassment in training methods? [7M]  
 B Analyse the Team training and its impact in brief. [7M]

OR

- 10 A Describe the concept of Continuous learning and innovation. [7M]  
 B Summarize the activity of Training for competency mapping. [7M]

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Code No: **R20MBA28****MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Financial Derivatives**

(MBA)

<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 Derivatives are considered as risk management tools, comment. [10M]  
 B Explain the players in the derivatives market. [4M]

OR

- 2 A Explain the term 'Financial Derivatives. What are its important features? [7M]  
 B Explain the role of derivatives markets in India. [7M]

**SECTION-II**

- 3 A What is future contracting? Explain with examples. [7M]  
 B What is interest rate futures contract? Discuss various types of interest rate futures contracts with suitable examples. [7M]

OR

- 4 A An investor predicts a price increase in the silver future market from current future price of Rs. 6,000 per kg. The market lot is being 10 kg. He buys one lot of futures silver of Rs.  $(6,000 * 10) = \text{Rs. } 60,000$ . Assume that margin is 10%. What is the amount of margin money? Suppose, if the price of silver increases by 10%, what will be profit/loss to investor? [4M]  
 B List out the features of forwards and futures contract along with examples. [10M]

**SECTION-III**

- 5 A Explain the Binomial option pricing model. [7M]  
 B Explain the principles of option pricing. [7M]

OR

- 6 A Given, stock price = Rs.100; Exercise price =Rs.95; Risk-free interest rate=10% p.a [4M]  
 Time to Expiration=3months, Standard Deviation= 50%  
 Calculate call option price  
 Calculate put option price by using B-S model  
 B Explain various types of options in detail. [10M]

**SECTION-IV**

- 7 A What is delta hedging? How is it used to hedge the risk of a portfolio? Also discuss the variations of delta hedging with suitable examples [6M]  
 B Explain in detail with examples  
 i) Long straddle [4M]  
 ii) Short straddle [4M]

OR

- 8 A Describe the trading strategies followed in option market. [6M]  
B Explain i) Straps and Strips [4M]  
ii) Butterfly spread [4M]

**SECTION-V**

- 9 A Explain major types of Swaps with examples. [10M]  
B Explain the evolution of Swap Market. [4M]

OR

- 10 A Explain equity index swaps with examples. [7M]  
B What is financial swap? Discuss the features of a swap contract with example. [7M]

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Code No: R20MBA34

R20

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023**

**Data Management and Business Intelligence**

(MBA)

Roll No									
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**Time: 3 hours**

**Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1 A What are the components of organizational memory? Discuss [6M]  
B What is a file-oriented system? Briefly write a note on the following  
i) Distributed file systems [4M]  
ii) Disk-based file systems [4M]

OR

- 2 A Discuss the Hardware and Software requirements of the database [7M]  
B What is a database file, and how to create it? Draw a structure of a student database file. [7M]

**SECTION-II**

- 3 A Explain in detail the three levels of database architecture. [8M]  
B What is data-sharing? Discuss some data-sharing technologies you know. [6M]

OR

- 4 A What are the three types of data sharing? What is data sharing between functional units? [7M]  
B What is the need for strategic planning for database management in an organization? Discuss with suitable examples. [7M]

**SECTION-III**

- 5 A Define warehousing. Discuss the steps in the implementation of Data warehousing. [7M]  
B Discuss the recent security issues noticed in the Data warehousing administration. [7M]

OR

- 6 A Discuss in brief about strategic approach to business performance management. [7M]  
B What is business performance monitoring? How do you monitor business plan performance? [7M]

**SECTION-IV**

- 7 A Define Business Intelligence and describe the concept of Business Intelligence. [6M]  
B Draw and explain Business Intelligence Architecture [8M]

OR

- 8 A What is the difference between data, information, and knowledge in Business Intelligence? Explain [6M]

B Explain the cycle process of Business Intelligence analysis [8M]

**SECTION-V**

9 A Write a short note on ethics in Business Intelligence [5M]

B List and explain the various privacy issues in managing Business Intelligence System. [9M]

OR

10 A What legal issues need to be addressed while designing the Business Intelligence System? Discuss [7M]

B What is Social Business Intelligence? How to use Social Networking to gather Social Business Intelligence? [7M]

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Code No: R20MBA40

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**M.B.A II Year I Semester Supplementary Examinations, August 2023****Customer Relationship Management****(MBA)**

<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 and explain the Customer Relationship Management? [7M]  
 B What are the Characteristics and Scope of the Relationship Marketing? [7M]  
 OR  
 2 A What is the Customer life time value and explain its significance? [7M]  
 B What are the drawbacks and challenges associated with CRM? [7M]

**SECTION-II**

- 3 A Define and explain the process of Customer Relationship Management? [7M]  
 B Explain the objectives behind the customer bonding? [7M]  
 OR  
 4 A Differentiate between Operational and analytical Customer relationship Management? [7M]  
 B Differentiate between Customer Market share and Revenue Market Share? [7M]

**SECTION-III**

- 5 A What are the important steps involved with implementation of Customer Relationship Management? [7M]  
 B What are the challenges for implementations of CRM? [7M]  
 OR  
 6 A What are the elements of Customer Development Process? [7M]  
 B Evaluate the Customer retention strategies? [7M]

**SECTION-IV**

- 7 A What are the components of Technologies of CRM? [7M]  
 B Explain the significance of Data mining in CRM? [7M]  
 OR  
 8 A Describe the effect of Customer knowledge and supply chain integration in CRM? [7M]  
 B Differentiate between Communicational and collaborative CRM? [7M]

**SECTION-V**

- 9 A Differentiate between CRM and E-CRM? [7M]  
 B Explain the importance of E-CRM in service marketing. [7M]  
 OR  
 10 A Explain the five engines of E-CRM. [7M]  
 B Describe the E-CRM architecture and its components? [7M]

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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, August 2023****Diversity and Change Management****(MBA)**

<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 Diversity. Discuss the nature and scope of Diversity in brief. [7M]  
 B Explain the impact of diversity in an organization. [7M]  
 OR  
 2 A Explain the importance of individual diversity? [7M]  
 B Explain the steps involved in Diversity management. [7M]

**SECTION-II**

- 3 A Explain the primary dimensions of diversity. [7M]  
 B Explain the organizational strategy for managing diversity. [7M]  
 OR  
 4 A Describe the differences between primary and secondary dimensions of Diversity? [7M]  
 B Explain the Organizational strategies for managing diversity? [7M]

**SECTION-III**

- 5 A Elaborate the causes to resistance of change? [7M]  
 B How does organizational Culture effects the change? [7M]  
 OR  
 6 A Define and explain the stages of organizational learning? [7M]  
 B Define and explain the principles of Change Management? [7M]

**SECTION-IV**

- 7 A Define and explain the best practices of employee relations? [7M]  
 B What are the approaches to manage the change? [7M]  
 OR  
 8 A What are the key elements to evaluate the change? [7M]  
 B Define and explain the stages of Technological change? [7M]

**SECTION-V**

- 9 A Narrate the best practices in Change Management Communication? [7M]  
 B What are the objectives of Communication in Change management? [7M]  
 OR  
 10 A Describe the strategies to establish an effective feedback mechanism? [7M]  
 B Evaluate the barriers to effective Communication in Change management [7M]

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implications in Strategic Management Process.

- B Define Strategic Control. Write the need of Strategic Controls in the business organizations. [7M]

OR

- 10 A How does a great Leader have big impact on the Strategy Formulation and developing a good Organization Structure? Name some great business leaders. [10M]

- B Explain the strategies of Reliance Jio to tackle the competition from Airtel and other service providers. [4M]

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